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The Big Challenge to
the Lumber Industry

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S. E. and S. W. Conventions

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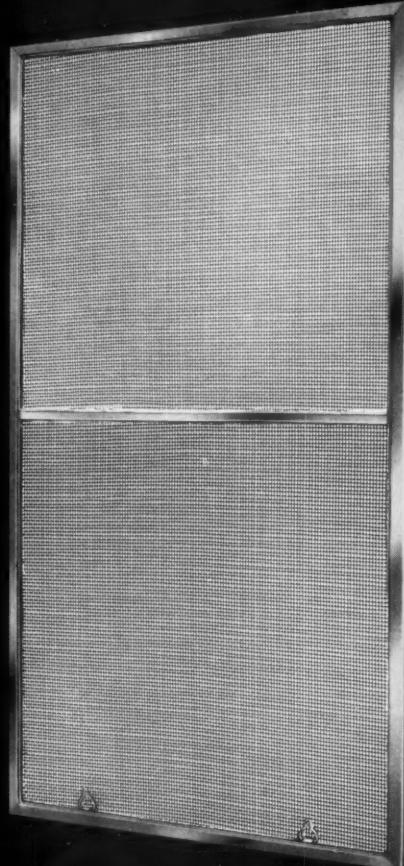
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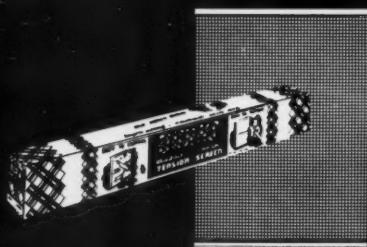


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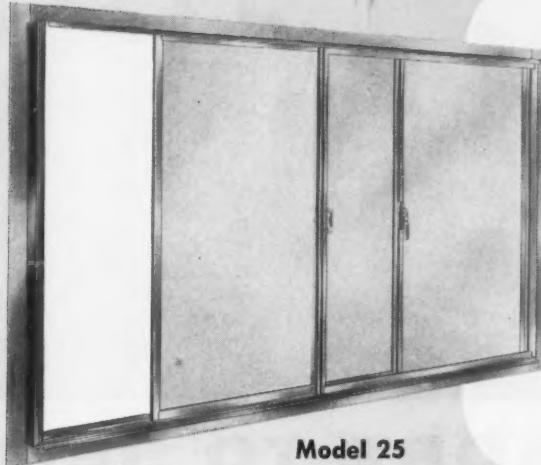
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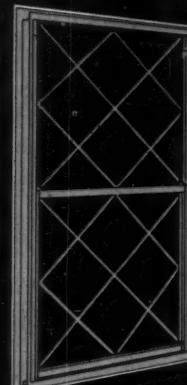
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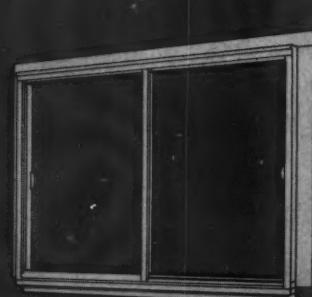


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March, 1958

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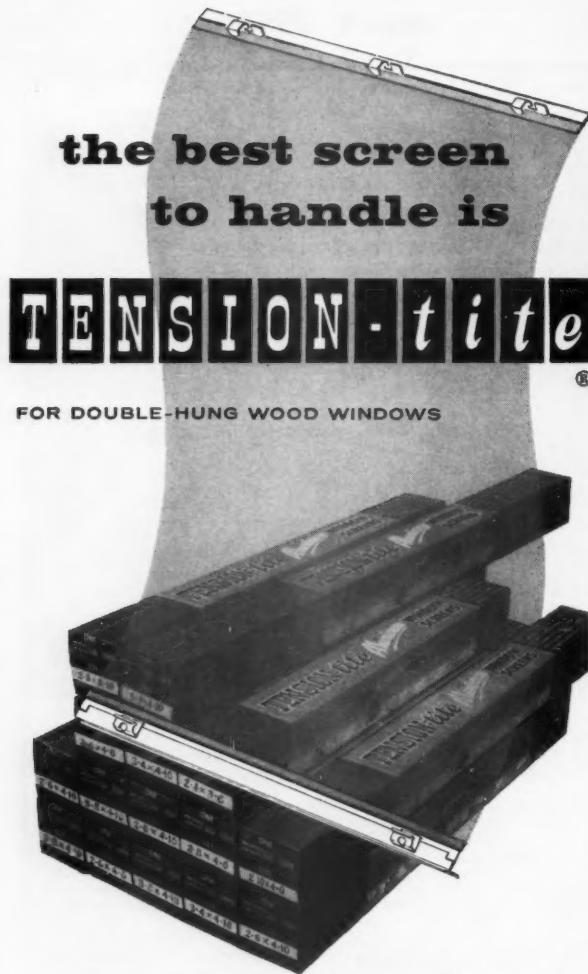
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'My Unforgettable Sale'



JAMES W. MARCH, above, "stole the show" in the Friday morning dealer round-up of "Ideas for Profits" at the Virginia Building Material Association convention at Hot Springs last month. He did it by dramatically reciting his own original parody of "The Night Before Christmas." S-B-S is privileged to print his "My Unforgettable Sale" on this and the opposite page . . . instead of the customary "Better Ways Shared by Dealers." March is the manager of Glaize & Brother, Inc., at Winchester. He had "better sales" to report, but . . .

"Twas the hour before closing, when out in the shop
Not a customer showed, you could hear a pin drop!
The samples and displays were set up with care
In hope that a customer soon would be there.

The clerks were all drowsing;
the bookkeeper snored
Like lumber-yard people will do when they're
bored.
The Boss wrung his hands, and he strode
forth and back,
While I estimated a long-proposed shack.

When out in the alley, I heard such a clatter
I said to the boss, "What the hell is the matter?"
Away to the window he galloped like mad,
Then turned back toward me, his face was all glad.

"The Martins are coming," he said with a roar;
Man, that was my cue, for if ever a bore
Came out of the mountains, and made life more
grim,
It would have to be she, or possibly him!

In they came charging, building anew —
New basement, chicken-house — my thought was
ph — hheww!

I knew these characters, what they implied —
Better the boss should have sat down and cried.

(Continued on the next page)

"We're remodeling our kitchen! What have you to show?"

Quoth Mrs. Martin, "And I want to know Exactly what plywood and paneling trends You have that differ from those of our friends?"

I gave her the treatment, I showed her lauan, Lavished my praise on a pecky pecan, Paraded the cherry and flashed knotty pine, Touted pegged oak, but at four-forty-nine—

"Wait! Mr. What's-your-name," cried Mrs. M. These cost too much, I just can't afford them! Here comes my husband; he knows much as you How to make old kitchens look good as new."

Well, I knew I had had it, for right then and there I had on my back, not just one, but a pair. "Now look!" said the expert, "I've got this down fine, This wall's thirty-one, or perhaps twenty-nine.

"Anyway, if we make the wainscot forty-six We can panel the rest, or make it plain bricks; Or we can take bricks to the forty-eight line, But I can't remember how much would be pine."

He grunted and wondered, "How high is that room?" Mrs. Martin chimed in, "It's as high as the broom With a yardstick left over, That's eight feet, I guess — Two hundred and forty square feet, more or less."

At this point I thought that I might make a sale If I could just get my ideas to prevail; But then as I came up with my estimate I plainly could see that my plan was too late.

Mrs. Martin had left us — gone out to the store — She was browsing thru hardware at 5:54 — I abandoned my figures, pulled up on my feet, Knowing the clerks had all beat a retreat.

I showed her the locksets, our hinges and butts; Drawer-pulls and knobs, 'til I nearly went nuts; And at last she seized on an item so vast I felt justified I had stuck to the last.

She picked up the package, said "Isn't this keen To fix my old cupboard!" See what I mean? I'd spent one whole hour, to what profit? Natch — I'd sold one bum customer one cupboard catch!

So — to Harris Mitchell, and all of our hosts, I wish all good days, right down to their ghosts! For letting me tell you this wearisome tale Of how I made my unforgettable sale!

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SUPPLY and DEMAND

Improved Housing Seen as Best Market Hope

"It seems likely that the new housing market will be expanded and housing standards will be improved appreciably only if ways are found to hold down construction costs and, at the same time, maintain a quality product," Arnold E. Chase concludes in the February issue of the U. S. Department of Labor's *Monthly Labor Review*. Chase is a construction statistician in the U. S. Bureau of Labor Statistics.

On the subject of "Housing Demand in the United States, 1957-65," Chase wrote that "improvements in housing standards should be a major goal of the American people between now and 1965, when housing demands will turn sharply upward because of population pressures. In the meantime, basic physical need for additional dwelling units (to provide one for each household and support population mobility) will probably average somewhat less than for the past 7 years, while social and economic pressures will be even more influential than in the past.

"Under these circumstances, a general and accelerated upgrading of the housing supply can be achieved. This would greatly benefit the American public and prepare the construction industry as a whole — employers and labor force — for the huge demands that will be placed upon it after 1965. One way in which substantial progress in this direction could be made is through reduced costs to bring quality housing within reach of a larger proportion of families and enable housing to compete more effectively with other consumer goods and services.

"Major factors generally recognized as contributing to the demand for new housing include: (1) An increase in households; (2) demolitions, abandonments, and other losses from housing supply; (3) migration and mobility of the population; (4) popular desire for improved housing standards; and (5) existence of a favorable relationship between housing expense and income, in competition with other consumer

goods and services. Another influence in recent years is the need to raise vacancy rates to support population mobility.

"The first three factors have played significant roles in the housing market during the post-war period to date, but the first factor will be less important between now and 1965. Factor (4) is ever present, if not articulate and effective, and, in conjunction with factor (5), it can determine whether this country will have only a moderate or a high rate of new homebuilding during the next 7 years.

General Retail Sales 5% Up; Mtls. 4% Down

While retail sales generally throughout the nation in 1957 exceeded the '56 levels by 5%, sales by lumber and building material dealers dropped 4%. However, as the year ended, retail material sales were pacing 1956 levels. December sales were up 5% over a year before.

Merchant wholesalers of lumber and construction materials fared worse in '57, with sales 11% below '56 levels. Sales by all wholesalers nationally were the same as for the year before.

The wholesale price index for lumber and wood products showed 1/10 of 1% gain in January over December, but it was still 4% below a year before. At the same time the wholesale price index for all commodities was 1.5% higher than in January '57.

Freight Rates Hiked Again; Relief Sought

Effective February 15, the Interstate Commerce Commission authorized certain increases in freight rates, stating the increases were justified because of increased costs since the last increase.

The freight increase granted for lumber and related products is 2%. For logs, butts, fuel wood, and specified forest products, the increase is 10%, with a maximum of 3 cents per 100 pounds.

The ICC explained in reference

to lumber that "the question of what hold-down, if any, should be established and the other problems that may arise from the adjustment can be solved after a complete investigation and proper record is made."

Freight increases on other materials were: 3% or a maximum of 2 cents on building paper and prepared roofing; 5% or 5-cent maximum on insulating materials; 3% or 3-cent maximum on building woodwork, millwork, and certain other building materials; and 1-cent flat on brick and tile. No increase was approved for paints, cement, boards made of pulp or fiber, and other commodities.

Senator Strom Thurmond of S. C. immediately asked for probe of lumber freight rates. Recent freight-rate increases, Thurmond explained, resulted in it being as cheap or cheaper to ship lumber from the West Coast to the Eastern markets than from the South.

On February 19 at a special freight rate conference in Savannah, the Southeastern Pine Marketing Institute heard progress reports on the body's efforts to get rate equalization for Southern lumber. W. A. Knox, who was re-elected SPMI president, reviewed the group's efforts to obtain relief from freight inequities.

W. C. Hammerle, SPMI executive secretary, pointed out that the hold-downs on lumber rates had resulted in (1) limiting the increase on West Coast rates to Northern markets to 76% as opposed to 120% increase from Southern origins; (2) saving West Coast lumbermen \$7.37 per thousand feet on shipments to Chicago and \$9.75 per thousand to Official Territory blanket rate area, with an added saving, on a carload of 60,000 pounds, of \$5.31 and \$7.02 respectively in the 3% transportation tax; (3) limiting the increase in West Coast rates to the Southeast coastal area to 65.6% as opposed to an increase of 110% from Southern origins, except for the restricted area granted reduced rates to Florida destinations; (4) saving West Coast shippers \$12.13 per thousand feet on shipments into the Southeast coastal area, with an additional saving of \$8.73 in transportation tax on a 60,000 pound carload.



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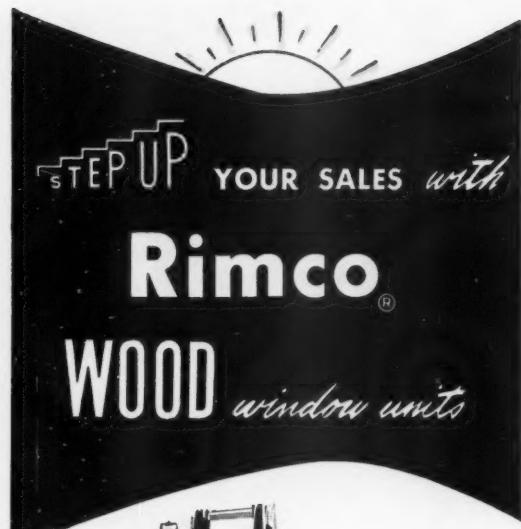
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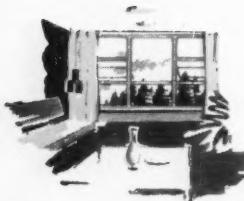


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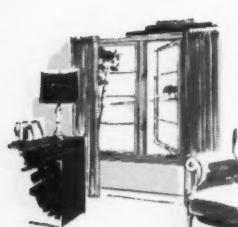
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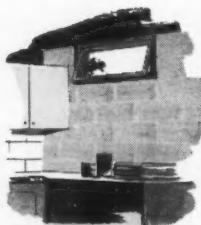
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TOP NEWS

For Dealers, Wholesalers and Manufacturers

New Ways to Plan Houses Told By SHC

Dimensions are an obsolete means of judging the livability of a house, according to the University of Illinois Small Homes Council. It is furniture size and placement and the activity space needed by the occupants for living that should be considered.

Such was the advice of William H. Kapple, research associate professor of architecture, to the more than 400 builders, architects, and lumber dealers who attended the council's 13th annual short course in residential construction on the Urbana-Champaign campus.

"Once we have established the furniture size and placement and the activity space," he said, "we can then determine the smallest comfortable room — the most efficient room." Floor area in itself is meaningless, he emphasized. The effect of door, window, and closet locations on furniture placement and its use is more realistic.

The "geometry of efficient planning," Kapple explained, involves (1) devising an efficient room arrangement based on furniture and activity, and (2) determining the best locations for doors, windows, and closets. Studies, for example, he said, show that the most efficient double bedroom is 9'6" x 11'6" with the closet on the long wall.

Kapple's planning presentation was based on extensive observations made in the Small Homes Council's space-use experimental house, and on the work of Helen McCullough, associate professor of home economics.

Rudard A. Jones, new director of the council, also participated in the livability presentation at the two-day January course. His subject concerned the economics and livability of single-level and multi-level houses. Presenting plans designed to give the same accommodations from the standpoint of space and livability of rooms, he compared estimated costs for different types of houses — one-story, 1½-story, split-level, and two-story.

A new type gable-end was introduced by Kapple and Donald H. Percival, wood technologist. The gable-end consists of a ladder-type panel which is placed over one of the regular roof trusses. It is economical to construct since it eliminates the need for special roof trusses.

Forest Products Body Builds Near U. S. Lab

A new national executive office for the Forest Products Research Society is under construction in Madison, Wis., on Walnut Street, north of University Avenue. The 3,800-member non-profit, technical organization disseminates information on modern technology concerning the lumber, plywood, furniture, pulp, millwork, and other forest products utilization industries.

The new FPRS office building will embody many new forest products materials and techniques designed to demonstrate the precipi-

sion and elegance of fine workmanship inherent in forest products as structural and decorative materials. One of the outstanding features will be its cantilevered exterior design. Laminated wood post and beam design will constitute one of the principal architectural features of the building.

The building will be situated just a block from the U. S. Forest Products Laboratory. The society is closely associated with it and draws on it for technical assistance.

A 30 x 50-foot structure, the building will have offices on two levels, providing a total working area of 3,000 square feet. Completion of the building is expected to take place in time for the society's 12th national meeting in Madison, June 22-27. From 700 to 1,000 persons are expected to participate in the meeting.

A unique aspect of the society's building program is that almost all of the building materials and funds are being contributed by member companies and individuals. The materials and fund-raising program goal is \$60,000.

GEORGIA-PACIFIC SALES CENTERED IN PORTLAND



Ed Kimball

Fabian Bradbury

Dick Wilkins

THE GEORGIA-PACIFIC CORP. this month is moving its warehouse division from Olympia, Wash., to the general offices in the Equitable Building at Port-

land, Ore. The move relocates Vice-President Stewart W. White, in charge of the division, and only 30 employees.

This division is responsible for

the functions of 43 Georgia-Pacific warehouses across the United States. Vice-President White, a 25-year veteran in the wood products business and a native of the Seattle - Tacoma - Olympia area, joined Georgia-Pacific in 1948. He was elevated to vice-president in 1952.

Recently, G-P's specialty sales people were moved from Olympia to the general offices and re-established as a sales promotion group under the public relations and advertising department. Already in Portland were the specialty products, lumber, redwood, hardboard, export, and paper sales officers and departments.

Consolidation of product advertising, sales promotion, and public relations activities of the Georgia-Pacific Corporation at Portland was announced by Public Relations and Advertising Director Robert O. Lee.

Edward L. Kimball is the new sales promotion manager. He formerly was specialty sales manager and has been connected with G-P specialty sales work since 1952.

New sales promotion assistant is Richard M. Wilkins. A former all-Pacific Coast football and basketball player, Wilkins joined G-P at Olympia in 1955.

Added as a new sales promotion assistant is Fabian Bradbury, formerly with Plywood, Inc. in Portland, Ore. He was previously an assistant to the vice-president of production and to the general sales manager of the Atlas Plywood Corporation in Boston. He had been a partner in Standard Building Products, Inc., in Stamford and Greenwich, Conn. Bradbury is a graduate of Harvard University.

James L. Buckley of Portland, vice-president of the Georgia-Pacific Corp. and president of its subsidiary Georgia-Pacific Alaska Co., recently was appointed to the World Trade Advisory Committee of the U. S. Department of Commerce by Sinclair Weeks, secretary of commerce.

Asphalt AND Asbestos Now

The Asphalt and Vinyl Asbestos Tile Institute is the new name of the Asphalt Tile Institute. Headquarters remain at 101 Park Avenue in New York 17, N. Y.

In existence for 27 years as the asphalt tile association, since 1950

the institute has included vinyl asbestos tile in the scope of its activities. Asphalt tile still leads the floor tile field in annual square footage of sales, but the demand for vinyl asbestos tile has increased so rapidly that it now is the most popular product in the vinyl floor tile group.

Kaiser Aluminum Names Sales Managers

A merchant products sales manager and three regional sales managers for farm, industry, and homebuilding materials have been appointed by R. M. Gerber, merchant products manager of Kaiser Aluminum and Chemical Sales, Inc., in Chicago, Ill. Arnold C. Sanders is sales manager of merchant products. Regional sales managers include Fred B. Scobey, Western; S. Chester Harter, Central; Lynn D. Crowder, Eastern.

Sanders is assisting Gerber in the administration of Kaiser's Chicago product office, and is directing sales in the New York, Boston, and Buffalo areas until a sales manager is appointed for that region. Before joining Kaiser Aluminum, Sanders was sales manager for roofing and siding of the U. S. Gypsum Co.

Located in the Oakland, Calif., sales office, Scobey is responsible for the region including the Seattle, Oakland, and Los Angeles districts. He joined Kaiser Aluminum in 1952 as a salesman in the St. Louis and Kansas City areas. He has served as assistant product manager for welded pipe sales, and as program coordinator for irrigation tubing.

Harter has been with Kaiser for nine years, first as a salesman and then as a field marketing manager for merchant products. His Central region, with headquarters in Chicago, includes the Chicago, Minneapolis, Milwaukee, Kansas City, St. Louis, and Dallas districts.

As Eastern merchant products regional manager, Crowder is responsible for sales activities in the Detroit, Cleveland, Cincinnati, Philadelphia, Atlanta, and Miami districts. He also is headquartered in Chicago. He joined Kaiser Aluminum in 1952 as a salesman in the Atlanta district and then served as a merchant products field marketing manager.

Lambert and Owens Buy Pacific Door Co.



Lambert



Hammett

A NATIONAL organization founded in 1912, the Pacific Mutual Door Co., has been purchased by two of its long-time executives. Pamudo, in addition to its Tacoma, Wash., home office, has major branches in five other manufacturing and supply centers.

S. Ray Lambert, of the Kansas City office, and Evan J. Owens, of the St. Paul office, are the new owners. Lambert becomes president and general manager. Owens becomes vice-president. Extensive plans have been made for expanding and streamlining the company's administrative, sales, and executive divisions.

J. D. Hammett, another Pamudo veteran, was named Western manager of direct car sales with headquarters at Tacoma. He temporarily will continue as district manager of the Chicago warehouse.

The Pacific Mutual Door Company supplies all 48 states and Canada with plywood, doors, molding, cut stock, and industrial plywood, cut to customer specifications.

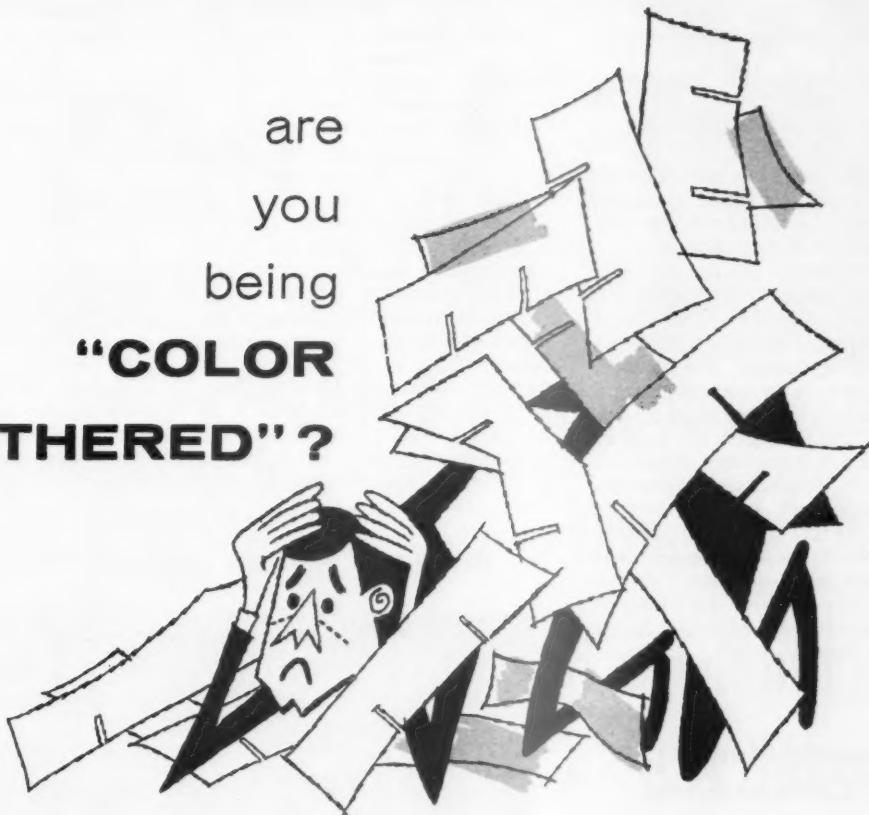
Branch offices and extensive warehouses are maintained in Baltimore, Chicago, Elizabeth, N. J., Kansas City, and St. Paul. All keep complete wholesale stocks of millwork, plywood, molding, and other products for the retail and industrial trade.

Pamudo is exclusive sales agent and distributor for the Hardel Mutual Plywood Corp. of Olympia.

Kitchen Sales Boom Predicted by Chapman

Home-owner demand will create a boom in the kitchen business in 1958, Richard C. Chapman, president of the National Institute of Wood Kitchen Cabinets, de-

are
you
being
**"COLOR
SMOTHERED"?**



From sky-blue pink to rain-barrel red, an avalanche of roofing colors is smothering the building industry . . . DISTRIBUTOR, DEALER, CONTRACTOR, AND BUILDER ALIKE!

The resulting big inventories, slow turn-over, and costly left-overs have cut seriously into profits, and tied up working capital.

What's the solution? . . . Certain-teed's all-new C-T "Color-Tuned" roofing line of just 10 colors!

Certain-teed has retained the services of Beatrice West, one of America's foremost color authorities in the building

industry and an expert in building products color styling, to create an entirely new line of roofing colors based upon customer preference and style trends. Her findings prove that the 10 new "Color-Tuned" colors by Certain-teed will completely satisfy the needs of all your customers.

Beat the big inventory problem, step up turnover, eliminate costly left-overs! Stock the Certain-teed "Color-Tuned" line, and you'll cut costs and show bigger profits.

For all the news on this BIG news in roofing, call, wire or mail this coupon immediately.

Color Tuned
ROOFING SHINGLES

Certain-teed

REG. U.S. PAT. OFF.

Products of Certain-teed Products Corporation

SOLD THROUGH

BESTWALL CERTAIN-TEED SALES CORPORATION

120 East Lancaster Avenue, Ardmore, Pa.

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT • SHINGLES AND SIDING
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION

Color Service Division, Dept. SO
Bestwall Certain-teed Sales Corp.
120 E. Lancaster Ave.
Ardmore, Penna.

I want more information on the NEW "Color-Tuned" roofing line and Certain-teed's new "Color-Tuned" Home Harmonizer.

Name.....Title.....

Company.....

Street.....

City.....Zone.....State.....

clared at the institute's annual winter meeting in Chicago on January 22.

He cited three reasons for this forecast:

1. Home buyers and remodelers are demanding bigger kitchens with more built-in features and a furniture look.

2. Builders and kitchen planners are meeting this demand by specifying factory-engineered cabinets and name-brand appliances.

3. Lumber, appliance, and plumbing dealers in increasing numbers are specializing in kitchens in order to help fill the need for qualified counsel and service.

"The new open planning trend in kitchen styling," Chapman explained, "has changed the look of everything that goes into the kitchen — from cabinets and appliances to curtains and accessories." He pointed out that the modern family likes to do things together and that this desire is more easily fulfilled in the home when the kitchen opens onto the dining room, living room or family room.

regional sales managers.

The Marquette subsidiaries dissolved were the Cumberland Portland Cement Co., headquartered in Chattanooga; Hermitage Portland Cement Co., headquartered in Nashville, and Superior Marquette Cement Co. in Columbus, Ohio. S. L. Cribari, Marquette vice-president for sales, said that the sales organization of each, including all personnel, will be retained. Only the brand and office identity will be changed to that of the parent firm, Marquette.

Cribari announced the appointment of the two new regional sales managers. R. Y. Williams, formerly sales manager for Marquette's central division, will be in charge of all Northern divisions of the company, with headquarters in Chicago. Regional sales man-

ager for all Southern divisions will be A. W. Hicks, formerly assistant director of sales. Hicks will headquarter in Nashville.

The Hawkeye-Marquette Cement Co. in Des Moines, and the Southern States Portland Cement Co. in Atlanta will continue as sales subsidiaries.

A. J. McElrath, recently sales manager for Hermitage, becomes sales manager in Marquette's Nashville office, for the entire area formerly served by the Hermitage and Cumberland divisions. P. T. Crownover, vice-president and sales manager for Cumberland, will retire shortly after 37 years with the Marquette organization.

Henry J. Auer, former Metropolitan Chicago sales manager, has extended his supervisory duties over the Central division.

DIXIE LUMBERMEN HEAR DR. WANG CHI WU



Marquette Merges Tenn. Cement Firms

On March 1, the Marquette Cement Manufacturing Co. absorbed three of its five cement sales subsidiaries — wholly within the Marquette organization. At the same time, over-all sales management was consolidated under two



**A. W. Hicks, Marquette's
Southern regional manager**

MEMBERS OF the Southeastern Lumbermen's Club heard a Chinese forester and a Georgia merchandiser speak at their annual meeting on February 10 at the Dinkler Plaza Hotel in Atlanta.

Dr. Wang Chi Wu, forest geneticist in the school of forestry at the University of Florida, detailed the progress being made in a co-operative forest genetics research program. Seen at lectern above, Wang said superior phenotypes of slash and loblolly pine trees are located in seed orchards established by pulp and paper companies. Rifles are used to shoot down cuttings. These are shipped to cooperators for planting in seed orchards, to obtain faster-growing, superior trees.

"Three New Methods of Retailing Building Supplies" were ex-

plained to the lumber wholesalers by Donald L. Moore, editor of **SOUTHERN BUILDING SUPPLIES**.

New officers of the Southeastern group are seen in right photo. A real pianist as well as lumberman, Walter Pearson of the Pearson Hardwood Co., plays the piano. He is the new SELC president. Harmonizing are Mrs. Ethalind McCarthy, secretary-treasurer, and James W. Howard of the Howard Lumber Co., Atlanta, vice-president. Sam E. Houston Jr. of Atlanta is the retiring president.

New directors of the Southeastern Lumbermen's Club include N. D. Sappenfield, Montgomery, Ala.; John Veach, Asheville, N. C.; Leon Clancy, Century, Fla.; William H. Harrison, Troy, S. C.; E. L. Douglass, Augusta, Ga., and L. A. Galyon, Knoxville, Tenn.



Typical Zeiger Construction Co. home named as citation winner.



DEALERS! Carry the hot item Builders are asking for!



"Olin Polyethylene is the finest moisture barrier we've ever found for use in home slabs," say Zeiger Construction Company, Dayton, Ohio.

Prize winning Ohio builder features Olin Polyethylene as a moisture barrier

Elmer Moyer (left) and Lou Zeiger recently had their homes picked as citation winners by one of the industry's leading publications. Small wonder. Zeiger Construction Co. homes offer beauty, style and solid value. An important part of that value is the use of Olin Polyethylene as a permanent moisture barrier. "We like Olin Polyethylene because it's tough, easy to use, and gives our homes permanent water proofing."

"On a total cost basis, using Olin Polyethylene costs only 20% to 40% as much as conventional materials," says Mr. Moyer. "There are big savings in labor," says Mr. Zeiger, "because it can be laid so much faster than felt or tar paper."

Don't have to supervise the job as closely either, since we don't have to worry about such things as tarring edges. We also use polyethylene to 'cure' concrete. Polyethylene is just a far better material."

Unaffected by most acids, alkalies, bacteria, mold and temperature changes, multi-use Olin Polyethylene makes a permanent moisture, vapor and draft barrier. For more information and free booklet showing how Olin Polyethylene can save you time and money, write: Film Division, Olin Mathieson Chemical Corporation, 655 Madison Avenue, New York 21, New York.

Accepted by VA and FHA
Look us up in Sweet's Catalog! (1958 Edition.)
• Industrial Construction File 5/OL
• Architectural File 9/OL
• Light Construction File 3a/OL
Also under... AIA File No. 24-D (NN)



FILM DIVISION
OLIN MATHIESON
CHEMICAL CORPORATION
655 MADISON AVENUE
NEW YORK 21, NEW YORK

Please send me free booklet and the name of my nearest supplier of Olin Polyethylene.

name _____ title _____

company _____

address _____



SB-38

Famous Symbols of Service

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**in REDWOOD
it's ...**



Retail Dealers must get good service in order to render good service. For nearly three quarters of a century Union Lumber Company, producer of Noyo Redwood, has made Service to Dealers its watchword. Today "NOYO" means dependable service as well as quality Redwood to thousands of dealers throughout the land.

- Certified K. D.
- Quality Workmanship
- New Modern Equipment
- Perpetuated Timber Supply

On your next order for Redwood make it Union Lumber Company and see why "once a Noyo Dealer — always."

MIXED CAR SHIPMENTS

UNION LUMBER COMPANY

TREE FARMERS AND
MANUFACTURERS

**FORT BRAGG
CALIFORNIA**

San Francisco
Los Angeles
Park Ridge, Ill.
New York

SALES REPRESENTATIVES
THROUGHOUT THE NATION

Member California Redwood Association

GREAT SCOT!!! THEY'RE
GOING TO TAKE AWAY ALL
THE DOUGH I MADE BY
STOCKING GARDNERS!

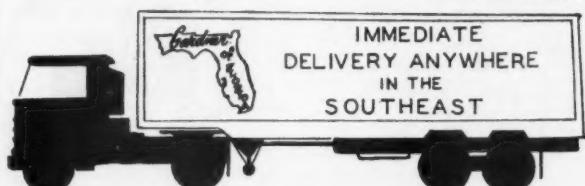


- ★ WATERPROOFING COMPOUNDS
- ★ ROOF CEMENT
- ★ ROOF COATING

**GARDNER
ASPHALT PRODUCTS CO.**

POST OFFICE BOX 5776

TAMPA, FLORIDA



MOVING UP in the industry



St. Paul & Tacoma Lumber Co. . . . PAUL H. KOENIG has been named Eastern field representative for this pioneer West Coast forest products manufacturing firm. A graduate of the New York State College of Forestry, he was formerly with the National Lumber Manufacturers Assn. From headquarters in Washington, D. C., he will work with St. Paul representatives and dealers in the Eastern states to provide technical liaison with customers and specifiers.

National Gypsum Co. . . . JOHN G. COSTELLO has joined this company as product manager of new construction systems. He will assist in the development and design of construction systems for Gold Bond gypsum and metal building products. A graduate civil engineer from Pennsylvania State University, Costello has been a construction engineer with the Sinclair Refining Co.

Nevamar Carefree Kitchens . . . M. CLARKE REED JR. has been appointed general sales manager of this Odenton, Maryland, firm. He served previously as the regional sales manager for Nevamar in the New England states. ROBERT MURRAY has been appointed regional sales manager for Maryland, Virginia, West Virginia, Kentucky, and Ohio.

F. C. Russell Co. . . . CHARLES H. LOVETTE has been named manager of the new products division of this Columbiana, Ohio, producer

of Rusco windows and doors. Lovette was previously sales manager of the Sun Valley Sliding Door Co., and general sales manager of the Shower Door Co. of America, Atlanta.

Penn-Dixie Cement Corp. . . . T. V. DAVIS has been appointed superintendent of the Richard City, Tenn., plant. He succeeded A. E. Legg, who retired after 49 years with Penn-Dixie. Davis joined the company in 1951 as plant engineer at Richard City. He is a graduate of the Michigan College of Mining and Technology.

Pittsburgh Plate Glass Co. . . . CLIFFORD J. BACKSTRAND has been elected a member of the board of directors of this company. President of the Armstrong Cork Co. since 1950, he has served as a director of that company since 1935. He is also a director of the Bell Telephone Co. of Pa., and a director of the Hamilton Watch Co.

Associated General Contractors of America . . . FRED W. HELDENFELS JR. prominent Texas highway contractor, was installed as 1958 president of AGC at the concluding session of AGC's 39th annual convention. He is a partner in the firm of Heldenfels Brothers, Corpus Christi, and an honor graduate in civil engineering of Texas A & M College.

Monsanto Chemical Co. . . . ROBERT V. WEYLAND has been transferred to the organic chemicals division in St. Louis to serve as sales supervisor for Penta, Santobrite, Santochlor, and ortho-dichlorobenzene. Weyland joined the services department of Monsanto's Massachusetts plant in 1942. He later served in the inorganic chemicals sales department and in the organic chemicals division.

Ohio Assn. of Retail Lumber Dealers . . . LEONARD GETZ is the new field secretary of this Ohio association. A former Greenville, Ohio, retail lumber dealer, Getz has had extensive experience in lumber and building materials, both on the wholesale and retail levels.

Fine Hardwoods Assn. . . . E. HOWARD GATEWOOD has succeeded Burdett Green as executive vice-president of this hardwoods promotional agency. Gatewood has been sales vice-president of the Taylor Chair Co. and was with the Wood Office Furniture Institute for eight years previously.

National Lumber Manufacturers

Assn. . . . BERNARD C. HARTUNG has been appointed administrative assistant to the executive vice-president of this trade association in Washington, D. C. Formerly with the California Traffic Safety Foundation, Hartung joins NLMA's headquarters staff with more than 20 years of experience in traffic safety, personnel management and trade association work. He is a graduate of the University of Nevada.

NAHB Executive Officers Council . . . S. A. DANSYEAR is the new president of this professional group. He has been executive secretary of the Home Builders Assn. of South Florida for the past five years. Regional vice-presidents include Irving H. Brinton of Wilmington, Del.; Leo Mullin of Kansas City, and John Terrell of Austin, Tex. Chattanooga's J. C. Gregory is treasurer.

Car vs. Bathroom

A second bathroom's more important than a second car. That's what 100 delegates decided when they met at the recent Women's Housing Congress in Washington, D. C.

The women, from virtually every state in the union, rated the addition of a second bathroom "the most important home improvement."

Wicks Heads PHC Bureau

Norman Wicks has been named executive director of the new Plumbing-Heating-Cooling Information Bureau. His headquarters will be in Chicago, Ill., at 35 East Wacker Drive.

For the past two years, Wicks served as manager of advertising and sales promotion for the General Precision Laboratory, Inc., in Pleasantville, N. Y. From 1948 to 1955 he was connected with the National Electrical Manufacturers Assn. He served as manager of the defense production project during the Korean war, and as manager first of the business development department and then the National Adequate Wiring Bureau.

Wicks is 41 years old and a graduate of Ohio University at Athens. He taught school in Fostoria, Ohio, before and after service in the Army Signal Corps during World War II.

Feder and Simon Head Barclay Sales Drive



JAY FEDER, above, has been appointed vice-president in charge of sales for the Barclay Manufacturing Co. He will direct the sales of the three major divisions of this Bronx, N. Y., firm: Barclay (prefinished plastic coated hardboard panels), Barcwood (prefinished woodgrain panels), and Barclite (translucent fiber-glass reinforced paneling). Feder joined the firm in 1954 and has been active in the sales promotion division and the cost and sales departments.

Harry Feder, president of the 25 - year - old building material producing firm, also appointed Stephen Simon as general sales manager of all Barclay Manufacturing Co. divisions — and named men to five key product and merchandising posts.

Simon joined Barclay in 1952 as sales promotion manager. He had had extensive experience in marketing foods, drugs, chemicals, and beverages. He received national recognition for pioneering the establishment of non-food lines in supermarket chains.

Ernest S. Swanson is new director of the Barcwood division. With Barclay since 1948, he previously served as merchandising sales manager. He was chief of the building materials branch of the War Production Board during World War II.

John W. Crist is new Barclite product manager. He joined Barclay in 1951 as a territory sales-

man, and was made assistant sales manager in 1955.

New sales office manager for Barclay is John Baum. He joined the firm as supervisor of materials in 1947, was made assistant production manager in 1949, then purchasing director in 1953.

Merchandising manager for the Barclay company now is Robert B. Wolin. He has just joined the firm after eight years of advertising and marketing experience, most recently as promotion manager for Home Guide, Inc.

Jerry Hart is now Barclay's advertising and sales promotion manager. He recently served as assistant advertising manager for the York Corp.

Course for Building Inspectors

The University of Florida in Gainesville will be the scene of the 6th annual short course for building inspectors and officials.

DESIRE TO WORSHIP BUILT THIS CHURCH



A GOOD EXAMPLE of what can be done by people desiring to worship in our free nation is this Church of Christ in Grapevine, Texas.

Under direction of the Johnson-Campbell Lumber Company of Fort Worth, construction on the 32' x 72' building was begun last July and finished in September, ready for services. During that time, the congregation turned out

The course will be held March 2-5. It is sponsored by the Building Officials Assn. of Florida, in cooperation with the colleges of engineering and architecture at the university.

Plan interpretation, subdivision platting, and field construction welding information are the preferred courses.

Lumber Grading Course

The State University College of Forestry at Syracuse University, Syracuse, N. Y., will sponsor the 10th annual hardwood lumber grading short course, April 14-18, on its campus in Syracuse.

Lillard Nicely, hardwood lumber-grading authority and director emeritus of the National Hardwood Lumber Assn.'s grading school, will conduct the short course again. Those enrolled in the course will receive actual lumber grading practice with mixed hardwoods.

to brick the exterior, wire the building, finish and paint the inside walls. They also built their baptistry and laid the floor tile.

The building is now used for sanctuary and class rooms. Church membership, now 75, is expected to increase rapidly.

Later, the congregation plans to build a new sanctuary, using the present structure as an educational building.

Amerwood®

pre-finished pine paneling

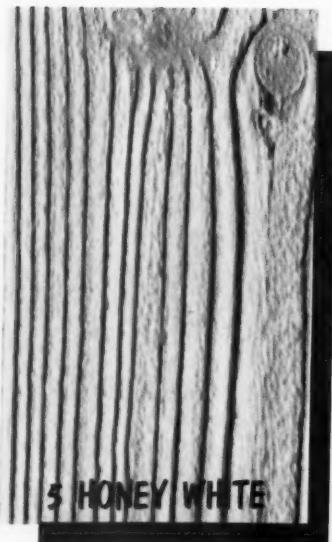
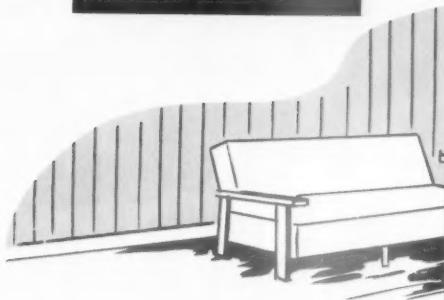
FOR INTERIORS
OF DISTINCTION



4 APPLE GREEN



2 SUN TINT RED



5 HONEY WHITE



7 SMOKE GREY

ATTENTION JOBBERS !!

THE AMERWOOD PANELING LINE IS AVAILABLE TO JOBBERS IN SEVERAL AREAS. PLEASE INDICATE YOUR INTEREST ON THE ATTACHED COUPON. WE WILL BE PLEASED TO OUTLINE OUR PROPOSITION FOR YOUR CONSIDERATION.

A void length
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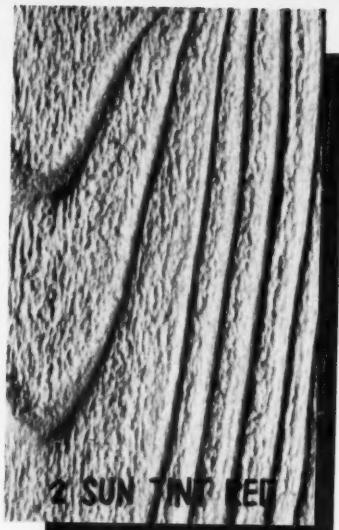
Amerwood®

pre-finished pine paneling

FOR INTERIORS
OF DISTINCTION



4 APPLE GREEN



2 SUN TINT RED



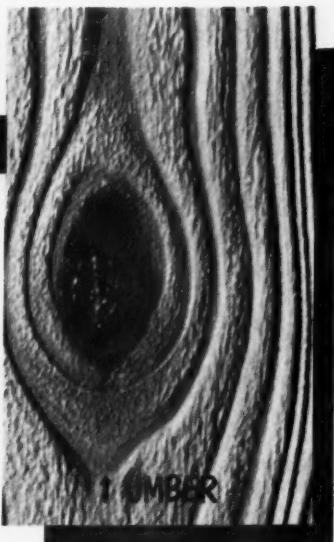
5 HONEY WHITE



6 SMOKE GREY

ATTENTION JOBBERS !!

THE AMERWOOD PANELING LINE IS AVAILABLE
TO JOBBERS IN SEVERAL AREAS. PLEASE INDICATE
YOUR INTEREST ON THE ATTACHED COUPON. WE
WILL BE PLEASED TO OUTLINE OUR PROPOSITION
FOR YOUR CONSIDERATION.



AMERWOOD



Available in five decorator colors . . . in specified lengths and widths.

Lengths: 8, 10, 12, 14, 16 feet.

Widths: 6 and 8 inch.

mar- and scuff-resistant.

easily sold when shown. . . . You make more when you sell Amerwood.

freal wood.

Wrapped completely in heavy weight kraft paper. Packages contain six (6) boards of ONE length, width, and color.

Office, commercial, and residential installations, new or remodeled, will reflect an atmosphere of beauty and warmth. Ideal for ceiling-height or wainscot installations.

One craftsman, amateur or professional, can easily install with no additional processing. Matching mouldings and "tinted-to-match" putty sticks are available.

dealers may secure sample boards, counter displays, catalogs, price sheets, and literature from nearest jobber (see list) . . . or simply fill out, sign, and mail attached coupon and we will send your requirements immediately.

JOBBERS

- Delaware:** — Lansdale Forest Products Corp.
Fifth St. and Cannon Ave.
Lansdale, Penna.
- Dist. of Col.:** — Waverly Distributors
7339 Waverly St.
Bethesda, Md.
- Georgia:** — Union Lumber Co.
960 Lawrence Ave.
East Point, Ga.
- Kansas:** — Lumbermen's Supply Co.
25th and State Line
Kansas City, Mo.
- Kentucky:** — Lumbermen's Supply Co.
21st and Olive
St. Joseph, Mo.
- Louisiana:** — Rounds and Porter Co.
Wichita, Concordia,
Dodge City, Kans.
- Maryland:** — Lumbermen's Wholesale
Service, Inc.
1423 Hemlock
Louisville, Ky.
- Missouri:** — Davidson Sash and Door Co.
Lake Charles, La.
- Mississippi:** — Waverly Distributors
7339 Waverly St.
Bethesda, Md.
- Missouri:** — Bopp Products, Inc.
800 E. Big Bend Rd.
Kirkwood, Mo.
- Missouri:** — Lumbermen's Supply Co.
25th & State Line
Kansas City, Mo.
- Missouri:** — Lumbermen's Supply Co.
21st and Olive St.
St. Joseph, Mo.
- Missouri:** — Southwestern Sash & Door
Co.
Corner 'B' and Maiden Lane
Joplin, Mo.
- Missouri:** — Toombs & C^s.
423 No. Campbell
Springfield, Mo.
- North Carolina:** — Wren Lumber Corp.
818 Raleigh St.
Greensboro, N. C.
- Oklahoma:** — Rounds & Porter Co.
Altus, Oklahoma City, Tulsa,
Okla.
- South Carolina:** — Wren Lumber Corp.
818 Raleigh St.
Greensboro, N. C.
- Tennessee:** — Diamond Hill Plywood Co.
2210 Clifton Rd.
Nashville, Tenn.
- Texas:** — Davidson Sash & Door Co.
Austin, Texas
- Texas:** — Texas Sash & Door Co.
Fort Worth—Dallas, Texas
- Texas:** — Wholesale Building Materials
Co.
Magoffin and Dallas
El Paso, Tex.
- Virginia:** — Wren Lumber Corp.
203 Naval Reserve, S. W.
Roanoke, Va.
- West Virginia:** — H. C. Leezer Co.
5990 Ravenna
Pittsburgh, Pa.
- Virginia:** — Wren Lumber Corp.
818 Raleigh St.
Greensboro, N. C.

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- Paul F. Hallman
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Atlanta 6, Ga.
- R. B. Hilliard Sales
Co., Inc.
673 N. W. 102nd St.
Miami, Fla.
- Howard C. Weiner, Jr.
H. C. Weiner Lumber Co.
Miner's National Bank Bldg.
Wilkes-Barre, Penna.
- Wade Holland, Jr.
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Greenville, S. C.
- Henry King
P. O. Box 7385
Fort Worth, Tex.
- C. J. Stone
141st and 71 Highway
Grandview, Mo.

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Please furnish complete AMERWOOD information—prices,
samples, catalogs, etc. We would like to SHOW—and SELL
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State

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SOUTHWOOD CORPORATION
P. O. Box 7385 Fort Worth, Texas



Anodizing-Plus protects MetaLane from corrosion, discoloration, wear—eliminates friction, prevents binding

The more costly aluminum alloy, from which MetaLane® is made, is produced to Monarch's unusually strict specifications for resiliency, tensile strength, hardness and formability. Anodizing, *plus* several other finishing steps including sealing of the surface with a lubricant, converts this alloy into MetaLane.

The silvery, glass-hard and friction-free finish of this perfect weatherstrip material is actually a part of the metal, not simply

an added coating. It will not wear off, nor lose its bright satiny beauty. MetaLane won't corrode, won't stain surrounding masonry and millwork, won't cause windows to stick and bind, will never lose its efficient weather-tightness.

Insist the windows and doors you sell be equipped with MetaLane weatherstrip. Its superior protection and value are permanent, but its cost is no greater than ordinary weatherstrip.

Monarch is the Originator of anodized aluminum weatherstrip.

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.

Shakertown® THE Original GLUMAC® UNIT THE SIDEWALL THAT HAS *EVERYTHING*

GENUINE CEDAR

Highest quality, hand selected cedar shakes deeply striated for eye-catching texture.

ADDED INSULATION

Shakes electronically bonded to insulation backerboard for extra protection. Shiplapped ends give weather-tight fit at the joints.

PRESTAINED COLOR

Stained at the factory with heavy duty stain richly pigmented for lasting life. 12 architect-selected colors.

U.S. Pat. 2,232,786
Other U.S. and Foreign
Patents Pending

CARTON CONTAINS COLORED NAILS

Special, annular-threaded nails, made especially for Shakertown, are colored to match the shakes and packed right in the carton.

JIFFY CORNERS

Strong, metal corners lock shake corners together firmly with a tap of the hammer. Colored to match the shakes and die-fluted to match striations. Better weather protection!

ADVERTISED TO YOUR CUSTOMERS



Big, bright, colorful ads continuously tell the story of the many advantages of Shakertown Glumac Units to builders, architects and consumers... the folks who buy from you. The result is that Shakertown is the largest-selling brand of pre-stained shakes in America!

Get in on this big market and get your share of the sales and profits! See your Shakertown distributor or write for your copy of our full-color booklet featuring shakes and containing dealer merchandising ideas designed to help you sell!

Shakertown CORPORATION

20310 KINSMAN ROAD DEPT. SB-3 CLEVELAND 22, OHIO

Shakertown

GLUMAC UNITS • SIDEWALL SHAKES • STAIN • JIFFY CORNERS



THE OUTLOOK from WASHINGTON

NO BUSINESS UPTURN before fall. That's the dominant belief of top economists in business and government. They find the forecasts of a spring pick-up made by the President's advisers are too optimistic. They don't see what powerful lifting force can end the business easing that soon. Experienced analysts say that "Ike's men are trying to whistle up an upturn."

Business will continue to ease during the first half of 1958. The key economic influence will be the sizable drops in investment by business in new plant and inventory. Lowered auto sales and exports will add to the drag. It will take several months to halt, and then reverse, all this downward momentum.

The increasing rate of defense spending should start making a real difference in the second half. Not only is the President proposing extras, Congress will raise the ante still further. Business should get a real psychological shot-in-the-arm from expectations of still more expansion in defense to come. We're heading back into an era of budget deficits, which have a way of stimulating consumer buying.

All in all, business activity seems likely to level out this summer, and to start firming up early in the fall — not before.

THE EASING WILL BE MILD, according to business-cycle experts who have been studying the record of industry's ups and downs for many years. You can't assume that what's now happening will duplicate any of the 24 cycles of the last 100 years, but the figures let you compute some interesting odds.

The length of downswings was under 18 months four out of five times in cycles since 1885. Half the slides lasted 18 months or

less. So, if the last boom peaked in July 1957, odds are 2 to 1 the present dip will end by August, 4 to 1 by November.

The depth of a decline can't be figured as precisely. But the record seems to show that severe slumps only follow feverish booms. The upswing from mid '54 to mid '57 was NOT feverish. The three-year rise measured only 14%, bottom to top.

THE FEDERAL BUDGET for 1959 is inadequate. You hear that on almost every hand in Washington — from military men, Congressmen, and officials who know the score. Failure to program enough for missile or space development is one fault named. Another is that the President's budget would cut back on conventional power — manned planes, etc. — before any of the new missiles are ready. Finally, the educational programs envisioned won't produce enough new scientists.

That's why Congress may end up voting more money than has been requested — \$2 or \$3 billion, to over \$76 billion all told. And it won't be a partisan move, because plenty of Republicans will join in. Congress can't force the President to spend the extra money it votes, but it is counting on public opinion to do so.

CONGRESS MAY EASE TAX RULES for reporting expenses by taxpayers. As things stand, you must report payments by employers in '58 and deductions you are taking. The Internal Revenue Service is bent on collecting on the big expense accounts of top executives — some of them really salary. But the average salesman, etc., gets hit with new paperwork in the process.

One thing that is being considered by Congress is exempting expenses that total less than \$200 a year from all reporting requirements. Only where the

figure was greater would reporting and records be necessary.

NEW WAYS TO RAISE EQUITY money for small businesses are under study jointly by the Small Business Administration, the SEC, and leading bankers. Some of the ideas under consideration at preliminary stages are: (a) *special departments* to be set up by stock exchanges and the underwriters to deal in the securities of small companies; (b) *development corporations* to extend long-term loans to small firms; government would insure capital of private investors; and (c) *simpler SEC rules* to cut red tape on small securities issues. It's hoped that some concrete action can be taken this year.

LABOR NEGOTIATIONS this year will be dominated by strikes and turmoil. The labor unions are going to be tough to deal with because their leaders are not impressed by arguments that slow business rules out big pay hikes. So, demands in fringes, as well as hourly wages will be large. Management will resist, to a greater extent than in any post-war year. With inventories high, many firms can afford to sit out moderate strikes.

Industry's resistance will reduce the gains labor wins from the 10c an hour pattern of 1957, to 9c and less this year. (Deferred increases in long-term contracts and cost-of-living escalators guaranteed three- to four-million workers 10c to 11c. This becomes the goal of other unions, which won't do as well.)

THE HIGHWAY PROGRAM won't help business over the next few years by nearly as much as had been expected. Costs have risen sharply, but outlays are still restricted to what is collected in user-taxes. So, the physical amount of highway work done will shrink, though the dollars are spent as scheduled.

**Contact Your Nearest
Dierks Representative:**

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108 Oak Circle

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B. J. Smith
821 Liberty

FORT SMITH

Bill Chisholm, Box 744

LITTLE ROCK

Ray Glover, Box 2098
Guy Landes, Box 2098

FLORIDA

BIRMINGHAM, ALABAMA
Steel City Lumber Company
1442-49 Brown-Marx Bldg.

MIAMI

Logan Lumber Company

TAMPA

Logan Lumber Company

GEORGIA

GADSDEN, ALABAMA
*R. L. Nocjin
108 Oak Circle

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*E. M. Settle
Box 12116, Northside Sta.
Schaefer Sash & Door Company

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PADUCAH

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*Charles T. Allen, Box 92

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Lloyd Click
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EL DORADO, ARKANSAS

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821 Liberty

LAKE CHARLES

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NEW ORLEANS

Doyne Smelser
242 Little Farms Avenue

SHREVEPORT

Buddy Neal, P.O. Box 631

MISSISSIPPI

CRYSTAL SPRINGS

C. E. Klumb Lumber Company

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Box 9995, Northside Sta.

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Steel City Lumber Company
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Duke Forest Products, Inc.

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CHARLOTTE

*John W. Edwards
2916 Hanson Drive

*D. J. Stone, Box 612

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CHARLOTTE, NORTH CAROLINA

*John W. Edwards
2916 Hanson Drive

TENNESSEE

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*E. E. Lambert, Box 366

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Duke Forest Products, Inc.
P.O. Box 6251

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*Charles T. Allen, Box 92

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Virginia Oak Flooring Company

RICHMOND

*L. G. Lewis, Box 413

*Local representative of Steel City
Lumber Co., Birmingham, Alabama.

**"good lumber
starts with
good timber"**

**it's DIERKS for
"the Cream of
Southern Pines!"**

because:

- Only the best of Dierks Timber goes to the sawmills. Other trees are made into chips for the Dierks Paper Mill. Small trees are removed to promote the growth of timber for saw logs; these small trees are processed at our treating plant and sold for fence posts and barn poles.
- You now get better kiln drying than ever. Dierks' entire production is steam kiln dried in modern fan-type kilns. Dimension is expertly dried to 12% moisture content; boards and finish to 8%.
- Dierks Lumber is precision cut—it's straighter. There are no edgers in the Dierks sawmills. Edging is done on straight line rip saws after the lumber is kiln dried. Therefore any crook developing in drying is removed on rip saws before manufacturing to the finished sizes.
- Better machine work from Dierks modern machinery. New improved high speed equipment produces smooth lumber—no knife marks or wavy dressing.

CONSIDER THESE ADDITIONAL FACTS:

Dierks lumber is available in quantity—over 12,000,000 feet per month. It will always be available from Dierks' own tree farms — 1,750,000 acres, supervised by 38 full-time foresters.

Dierks Dimension is cut from dense timber—it is offered to the trade only as "Dense" according to SPIB rules.

Dierks "D" and Better Finish is of nice soft texture—free from excessive resins. It works and saws easily, nails without splitting, takes any desired finish treatment.

For quality lumber, in the assortment you want, "you can depend on Dierks".

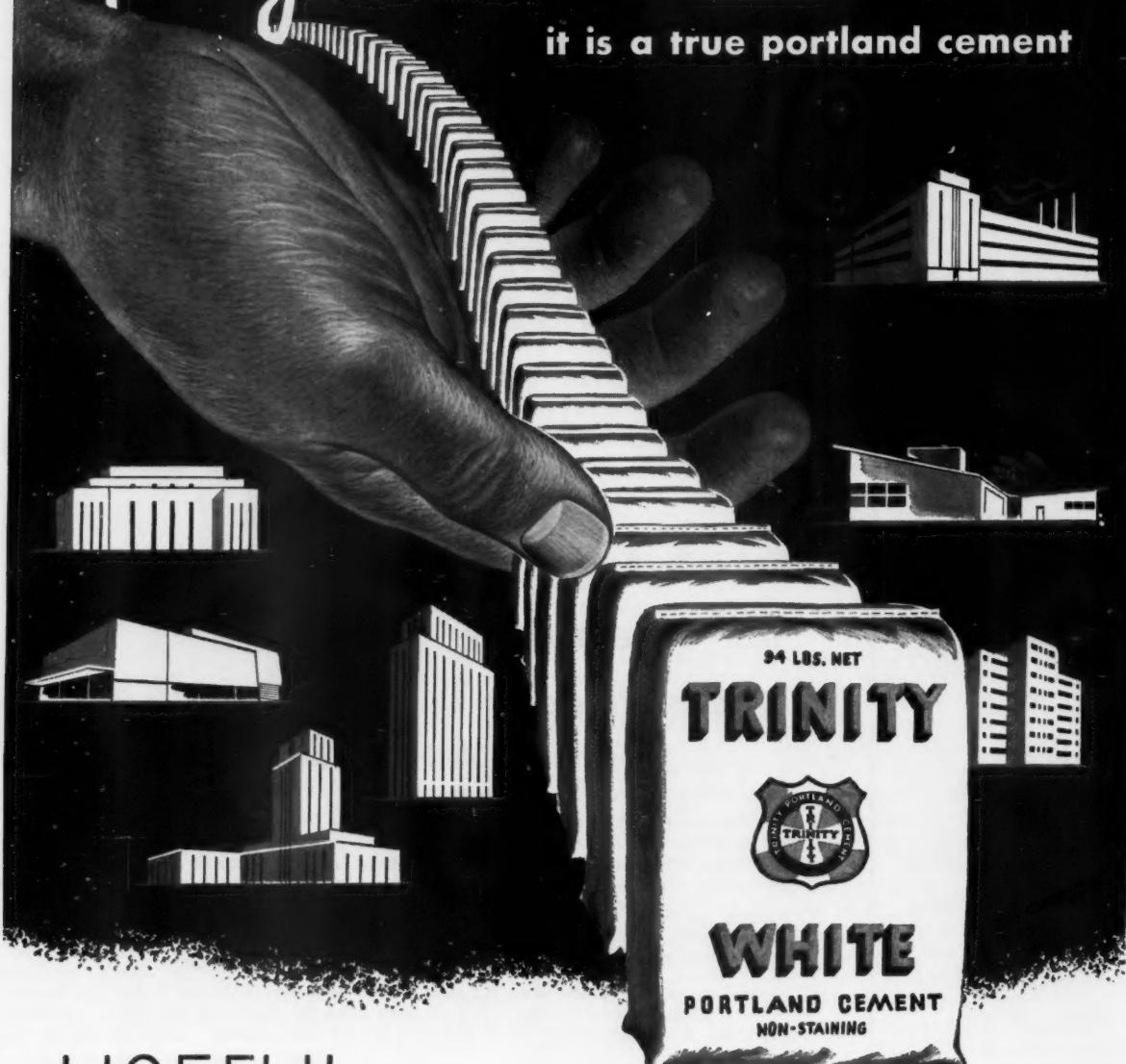
Dierks Forests, Inc.

General Sales Offices: 810 Whittington Ave. • Phone NAtional 3-7766 • Hot Springs, Arkansas

Trinity White

... the whitest white ...

it is a true portland cement



USEFUL

in almost every type of building, both inside and outside.

As architectural concrete units or as stucco or cement paint, it emphasizes architectural perspective and detail. It has a high light-reflection which gives beauty and special utility to many interiors.

Trinity White's extra whiteness gives truer colors where pigments are added.

Widely used in terrazzo for its contrast-y white and better color effects in either simple or ornate designs. Meets all Federal and ASTM specifications. Sell TRINITY White.



A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

AOF for OAK



WALL PANELING

$\frac{3}{4}$ " Red or White Oak, V-Joint
6" and 8" widths in the following grades:

Classical

Practically clear except for occasional burl, pin worm hole or other slight imperfection that will not impair the appearance of a fine formal wall.

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May contain all types of sound defects, but must be usable in the entire width and length of each piece and make a finished wall of good appearance.

PLANK FLOORING

$\frac{25}{32}$ " thick, 4", 6", 8" widths,
4' and longer lengths in the following grades:

Georgian

Practically clear — approximating standard select and better grades.

Informal

Contains sound character marks and slight variable imperfections.

ATLANTA OAK FLOORING CO.

GENERAL OFFICES AND PLANT—ATLANTA, GEORGIA

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For distinctive paneling...

suggest **RED CEDAR**



for any interior decorating theme—from Early American to Modern



RED CEDAR—distinctive . . . and practical. Distinctive because Red Cedar features beautiful coloring and grain. And practical because of its high insulation factor, as well as an exceptional resistance to swelling or shrinkage.

In either knotty or clear grades, Red Cedar takes paints, varnishes or stains readily with handsome results.

In construction work, for *siding*, *sheathing* and *subflooring*, suggest Red Cedar. This strong, weather-resistant, even-textured wood is used wherever durability and non-warping are important. And it is carefully dried, assuring accurate sizing and improved working qualities, insuring lower maintenance costs.



Write for FREE illustrated Facts Folder about Red Cedar to:
WESTERN PINE ASSOCIATION,
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Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

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Red Cedar • Lodgepole Pine • Engelmann Spruce



"**ALABAMA** packaging
handles easier...
conserves valuable
space in my
warehouse!"

says Miller O. Phillips, Jr.
Phillips Industries, Inc.
Orlando, Florida

As a dealer who knows the problems of warehousing, Mr. Phillips speaks for **ALABAMA**!

"In my business packaging is an important factor in whose product I stock. And, I know that **ALABAMA** packaging is tops! Those sturdy wood crates and strong, compact pallets assure damage-free handling with fork lifts. They stack higher, neater . . . conserve valuable space in the warehouse."

Yes, take it from a man who really knows from experience that it pays to stock and sell 4-A Quality **ALABAMA** Metal Lath and Accessories! **ALABAMA** products, packaged in damage-resistant wood crates and pallets, handle easier . . . save time . . . cut down costly damage claims. **ALABAMA** wood pack-



aging stacks higher, neater—for space-saving storage in your warehouse.

And you can be assured factory-perfect delivery with 4-A wood packaging—packaging that protects **QUALITY** and pays off in increased dealer profits!

So stock the complete line of **ALABAMA** Metal Lath and Accessories for steady year-round sales. Write today for product catalog and samples.

Sold Only Through Dealers!

**4-A QUALITY
ALABAMA
METAL LATH**

ALABAMA METAL LATH COMPANY

3245 Fayette Ave., P. O. Box 992 • Birmingham, Alabama

RANDOM LENGTHS

Comment on Industry News and Trends

CHALLENGE to the LUMBER Industry!

By N. FLOYD McGOWIN, President
National Lumber Manufacturers Association

(Editor's Note: As many noteworthy trends as there are to comment on this month, none is more urgent or significant than the information and views expressed in this timely statement by the president of NLMA. McGowin, a native of Chapman, Ala., is a former president of the Southern Pine Assn. He is the working president of the W. T. Smith Lumber Co., lumber producers in Alabama.)

America's lumber manufacturers are making a historic decision: whether to unite in a national merchandising campaign.

Not since 1932 has there been an industry-wide promotion campaign to sell wood as opposed to other building materials. The general attitude for the past quarter century has been that either the industry couldn't afford such a program or else it wasn't needed. But it is needed now!

There is widespread agreement that unified action and aggressive sales efforts are the only answers to the problems confronting every mill owner, large and small. These are the facts: In 1955, the size of the lumber market was \$3.5 billion, representing sales of 39 billion board feet. In 1957, these figures slipped to \$2.9 billion and 33.6 billion board feet. Profits plummeted from \$190.6 million in 1955 to \$67.5 million in 1957. Since members of the National Lumber Manufacturers Assn. produce about 40 per cent of the lumber in this country, their market loss — comparing 1955 with 1957 — was almost a quarter of a billion dollars. Their loss in profits was more than \$48 million.

Behind this decline are the inroads made in wood's traditional markets by metal, masonry and plastic building materials. Each of these substitutes for wood has been introduced and steadily supported with large-scale national advertising campaigns in every communications media reaching consumers, architects, and builders.

Misconceptions about wood and its uses have contributed to the slump in sales. Oddly enough, professionals as well as laymen cling to false ideas that wood is difficult and expensive

to use, that it will burn and rot more readily than even simple reason and every day experience would indicate.

Out-moded and discriminatory building codes also have affected sales. Wood's competitors have done their job so well that in some localities it is against the law to use wood in the way it can and should be used.

In 1955, NLMA retained McKinsey and Company for an analysis of the industry's future prospects. The McKinsey study indicated that the future was bleak indeed unless a vigorous and positive approach was made toward reversing the downward sales trend.

NLMA's board of directors requested each of NLMA's 16 federated associations to appoint a committee to discuss a merchandising program. In November '56 a special merchandising committee was appointed. It retained Dr. James D. Scott of the University of Michigan to survey the marketing problem and offer his recommendations. The Scott report was accepted last November, and NLMA's board appropriated \$25,000 so the outline of a merchandising program could be presented to lumber manufacturers. A wood promotion planning committee met in Tucson, Ariz., and approved ground rules for the merchandising effort.

Our first job is to get the producers who make up NLMA to make the basic decision to fund such a program, and this is being done. When such agreement is reached, I am certain other segments of the industry will be asked to tie in with the program in some way, or fashion, so that we can carry out an integrated promotional effort for the benefit of the entire industry.

This national program also offers a tremendous opportunity to NLMA's

federated associations to augment and expand their own hard-hitting merchandising efforts. Certainly, the species producers who finance the campaign for wood-as-wood will stand to gain by expanding their own promotional activities to tie in with the over-all effort.

This would seem to be the only logical approach, since selling, to a great extent, has become the manufacturer's responsibility. Consumers must be pre-sold a product before they enter a store or lumber yard to buy. This pre-selling will make it easier for the lumber retailer to sell wood. Without merchandising help he can not be expected to push wood aggressively, since the greatest part of his profits now comes from non-lumber items.

When a customer comes in to the retail yard for a metal building material it takes excellent salesmanship to change him to wood. That type of selling talent is in short supply. We are forced to educate the customer to come in and ask for wood — and to be satisfied only with wood.

The manufacturer must also be responsible for maintaining contact with the quantity users and specifiers of lumber — the architects and tract builders. Many retail yards do this. But these retail representatives are selling many different and competitive products, and if a yard handles both wood and metal windows, it will attempt to sell the particular brands it has in stock and the type on which it makes its greatest profits.

At the Tucson meeting of NLMA's Wood Promotion Planning Committee, the industry made its plans to do the marketing job the manufacturer must do if he is to compete successfully.

First, the role of NLMA was clearly defined in order to avoid conflict and duplication of effort with the federated associations. Then, the advertising agency of Van Sant, Dugdale & Co., Inc., of Baltimore, Md., was appointed to develop and present the outline of a merchandising program to manufacturing segments of the industry. A \$1,250,000 program is proposed for the first year, to be underwritten by an increase in dues of 10 cents per thousand board feet shipped by members of the federated associations.

This merchandising program would provide for:

1. Advertising in the trade journals read by builders, architects, engineers (See LUMBER CHALLENGE page 100)

distributor's delight



Consumers want it . . .

Dealers are ready for it . . .

Distribution in virgin areas is open . . .

Ceramic tile is the trend! . . . the national home magazines, building supply journals, architects and trade experts all say so—and tile sales themselves prove it! Dealers want Misceramic Tile! . . . we at Misceramic, in just 5 ads, have received over 2,500 dealer inquiries—from every section of the country!

Miceramic offers you as a distributor a complete line of ceramic floor and wall tile and all the accessories . . . prompt, efficient service . . . action getting advertising to dealers and consumers. The business is here . . . now . . . where you are. A few protected distribution areas are yet open. For more information—

Write, Wire or Call Today!



Miceramic Tile

Cleveland, Mississippi

Introducing...New look appeal

IT'S NU-WOOD®

**High-fashion styling
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Now there's a new, exciting look in ceiling tile—a look that wins customer approval, opens customer pocketbooks. It's NU-WOOD® Decorator Tile—an insulating board tile of classic beauty with a simulated fissured marble pattern that suggests expensive, decorator-designed ceilings. But with all its smart styling, NU-WOOD Decorator Tile puts beauty on a budget your customers will like. You get more profit from your tile sales because NU-WOOD Decorator Tile upgrades your customers from plain, undecorated tile. Customers choose NU-WOOD Decorator Tile on sight—it practically sells itself. It's just another example of the way NU-WOOD brings you better ceiling tile products for better profits.



If you haven't seen this NEW, EXCITING Ceiling Tile...

in ceiling tile

Decorator TILE



NEW!

Decorator touch

adds ceiling beauty! The simulated fissured marble design of NU-WOOD Decorator Tile was developed by a leading designer, color-selected by nationally known Rahr Color Clinic to meet today's new trend in decoration. NU-WOOD Decorator Tile opens new vistas, permits the ceiling to play an important part in the whole decorative scheme.

NEW!

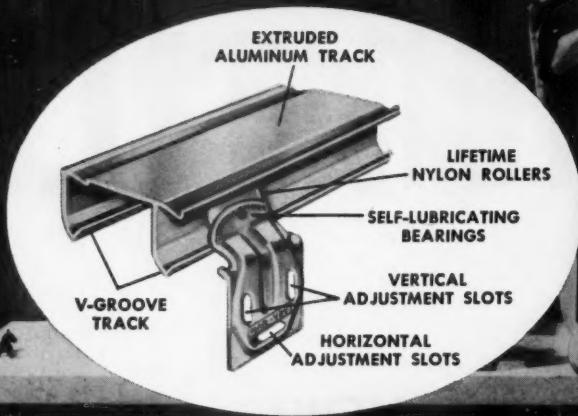
Beautiful, two-tone

fissure design is a brand-new note in decorative ceiling tile—suggests expensive decorator-touch, yet is so economical. This more appealing tile has won immediate approval and acceptance in customer-market testing.

NU-WOOD Decorator Tile has special flame-resistant finish, meets commercial standards CS42-49 for Class F flame-resistant finishes—an added sales feature, especially in commercial and institutional applications. Wood Conversion Company, Dept. 131-38, First National Bank Building, St. Paul 1, Minnesota.

call your NU-WOOD Distributor or Representative NOW!

**H-m-m-m-m
So smooth
All Roll...No Rock**



Versatile HAR-VEY Sliding Door Hardware...

designed to cut your inventory and sales cost... fashioned for the sales and profit-minded builder

Har-Vey Sliding Door Hardware comes complete (including pulls and track) in one HandiPak... Har-Vey's versatile 707 Series is just what your customer wants... it accommodates either $\frac{3}{4}$ " or $1\frac{1}{8}$ " doors by

simply reversing the hangers between outer and inner doors. This feature pays a bonus not only to your customer in fast, easy installation but to you by cutting your inventory, handling and sales costs. You never have to pass up a sale... Har-Vey's 707 Series adapts to both $\frac{3}{4}$ " and $1\frac{1}{8}$ " doors—there's only one set to handle and it virtually eliminates a stock shortage. However... there's a Har-Vey line designed to meet any requirement and fashioned to satisfy the most discriminating buyer. Look for the Har-Vey name stamped on metal parts... your assurance of superior quality.

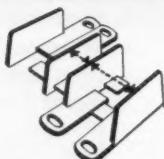
These features make Har-Vey the answer to your customer's needs

RIBBED STEEL, PLATED HANGERS



Unusually rigid, cadmium plated steel hangers have vertical and horizontal adjustment slots for fast, easy, accurate alignment.

ADJUSTABLE NYLON DOOR GUIDES



Adjustable Nylon door guide eliminates scraping sounds... no grooving bottom of doors... easy to install. For By-Passing $\frac{3}{4}$ " to $1\frac{1}{8}$ " doors.

SELF-LUBRICATING NYLON ROLLERS



Quality Nylon rollers with self-lubricating bearings provide a lifetime of smooth, positive action door control.

COMPLETE IN ONE HANDI-PAK



Comes complete in Handi-Paks. Contains everything you need for quick, easy installations. Includes pulls and aluminum track.

for complete information write to...

AMERICAN SCREEN PRODUCTS COMPANY

General Offices: 61 E. NORTH AVENUE
NORTH LAKE, ILLINOIS

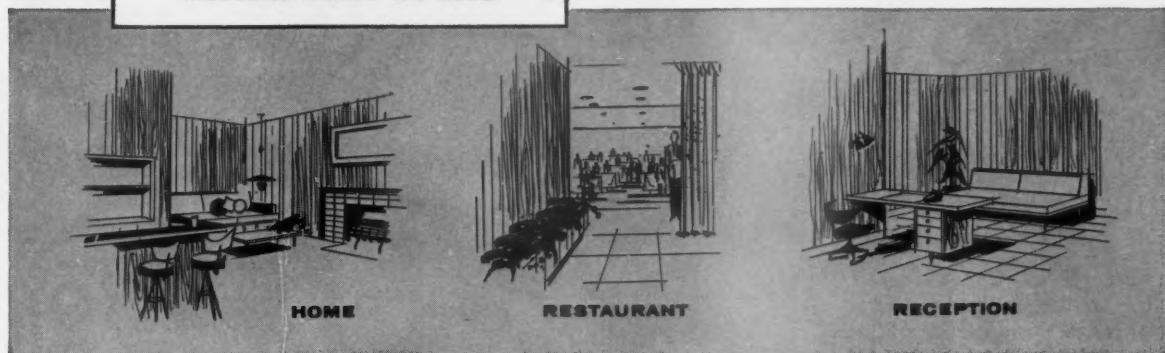
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HAR-VEY
HARDWARE

**HOMESHIELD®
SCREENS**

World's largest manufacturer of window screens

Masonite makes the news



MASONITE

Seadrift

will make your
sales dreams come true

Now it can be told—the amazing new-product story that'll bring to life your dreams of a healthy-profit, big-volume item.

We knew Masonite® Seadrift would be a good seller. But our test sales program showed the market for this exciting new panel would be so big that we couldn't begin to keep up with the demand. We immediately started producing Seadrift on a greatly increased scale.

Now it can be sold. And what a sales-maker it is! Deeply textured in a random-groove plank pattern...easily finished in one or two colors. Plus all the other advantages of Masonite hardboards.

Make your sales dreams come true. First step: send the coupon.



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Masonite Corporation
Dept. SBS-8, Box 777, Chicago 90, Ill.

- Please send me your free merchandising and display kit for Masonite Seadrift.
 Please have a Masonite representative outline the sales possibilities in our area.

Name.....

Firm.....

Address.....

City..... State.....

Zone..... County.....



Maple St., Small Town, U.S.A.

A TOWN WHERE “NOTHING EVER HAPPENS”...

A home town—like your town. A place where people said “it couldn’t happen to us.”

But it *did*. Like a whip, a great tornado lashed down Maple Street, splintering houses, leaving people hurt—homeless—panic-stricken.

A desperate call went out for the Red Cross and quickly, automatically, the team went into action.

Red Cross nurses slipped into uniform . . . volunteers set up first aid stations . . . canteens fed the hungry. Later, Red Cross money and work helped rebuild the town.

Last year was one of the worst disaster years of this century, and the year before, 1956, was almost as bad. Every month and in every state, the Red Cross strained to the limit as hurricanes, floods, tornadoes, forest fires swept across the country.

Red Cross receives no government funds—depends entirely upon you for support. Give as much as you can. Your dollars may go to your own town when it needs them most.

Join and Serve 

SPACE CONTRIBUTED BY SOUTHERN BUILDING SUPPLIES

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DIXISTEEL
Building Dealer**

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P. O. Box 191
PHONE: 892
Attn.: Mr. Bill Waller
Mr. Robert Waller

Aniston
The Concrete Products Co.
520 West 21st St.
P. O. Box 237
PHONE: ADams 7-2001
ADams 7-6765
Attn.: Mr. Geo. T. Morris

Birmingham
Atlantic Steel Co.
Steel Building Division
P. O. Box 3067
Avondale Sta.
4231 1st Ave. South
PHONE: WORTH 1-2147
Attn.: Mr. J. M. Horner

Dothan
Foster & Spann, Contractors
202 South Alice St.
PHONE: 5-1910
Attn.: Mr. R. H. Hollis

Huntsville
Putnam Construction Co.
120 Blount St.
PHONE: Jefferson 4-1242
Attn.: Mr. D. L. Putnam

Mobile
Foster & Creighton Co.
558 South Conception St.
P. O. Box 221
PHONE: HEmlock 8-5606
Attn.: Mr. P. N. Durant

Montgomery
All Steel Building Co., Inc.
P. O. Box 3104
Rt. 5, Box 348, Wares
Ferry Rd.
PHONE: AMherst 4-3207
Attn.: Mr. David O. Lyon, Jr.

Pelham
Ellis-Alien Tractor Co.
104 North Main St.
PHONE: 4566
Attn.: Mr. E. C. Allen

Tuscaloosa
Charles Temerson & Sons
P. O. Box 378
PHONE: PLaza 2-1506
Attn.: Mr. John Curtright

FLORIDA

Fort Pierce
Bill Free Co.
3312 Orange Ave.
PHONE: 916 or 2007J
Attn.: Mr. Bill Free

Lakeland
Mutual Equipment &
Supply Co.
819 North Kentucky Ave
P. O. Box 2093
PHONE: MUTUAL 7-5161
Attn.: Mr. S. F. Luecht

Orlando
Peninsula Steel Buildings
Co.
3602 S. Orange Blossom
Toll
PHONE: Gardner 4-9464
Attn.: Mr. Harlow C. Hunt

Ormond Beach
Tom Daugherty Steel
Buildings
666 Buena Vista Ave.
PHONE: Clinton 2-5262
Attn.: Mr. Tom Daugherty

Panama City
J. W. Giles Construction
Co.
701 Mulberry Ave.
PHONE: AMherst 5-2303
Attn.: Mr. J. W. Giles

Pensacola
City Steel & Supply Co.
P. O. Box 1454
725 East Chase St.
PHONE: HEmlock 2-7977
Attn.: Mr. Tom Herrington

Sarasota
Sadler Sales Co.
1027 North Washington
Bvd.
PHONE: Ringling 7-0727
Attn.: Mr. John Sadler

Tampa
Peninsula Steel Buildings
Co.
4511 North Westshore Blvd.
PHONE: 74-2381
Attn.: Mr. K. J. Wermeling

GEORGIA

Atlanta
Atlantic Steel Co.
Steel Building Division
575 14th St., N.W.
P. O. Box 1714
PHONE: TRinity 5-3441

Augusta
Coffey Building Products
1463 Broad St.
PHONE: 2-5478
Attn.: Mr. Wm. L. Coffey, Jr.

GEORGIA (Cont'd)

Brunswick
Glynn Iron & Steel Co.
South End Shopping
Center, Box 502
PHONE: 2843
Attn.: Mr. R. P. Matson

Columbus
Steel Builders, Inc.
Old Cusseta Road
P. O. Box 5157
PHONE: Fairview 4-2452
Attn.: Mr. W. B. Foy

Macon
Dixie Metal Co.
240 5th St.
PHONE: 3-7437
Attn.: Mr. Don Bradford

Newnan
Newnan Steel Building Co.
110 East Washington St.
PHONE: 1308
Attn.: Mr. Roger Pace

Savannah
Savannah Iron and Fence
Corp.
E. President St. Ext.
P. O. Box 509
PHONE: ADams 4-5188
Attn.: Mr. Robert B. Miller

Statesboro
Thackston Steel Co.
Northside Drive
PHONE: Poplar 4-3343
Attn.: Mr. DeWitt Thackston

Valdosta
Valdosta Steel Bldgs., Inc.
806 South Patterson St.
PHONE: 2338
Attn.: Mr. F. Pindar

Waycross
Business, Inc.
610 Alice St.
PHONE: 2070
Attn.: Mr. H. Smith

LOUISIANA

New Orleans
Metal Building Products
Co., Inc.
1937 Lafayette St.
PHONE: RAYmond 3242
Attn.: Mr. R. Emmett Coates

MISSISSIPPI

Meridian
Magnolia Pipe & Steel Co.
P. O. Box 746
PHONE: 2-3166
Attn.: Mr. B. Mitchell

NORTH CAROLINA

Charlotte
Roebuck Buildings Co.
P. O. Box 8012
2406 Wilkinson Blvd.
Attn.: F. Franklin 5-1294
Attn.: Mr. Watson C. Bearden

Winston-Salem
True Wall Steel Co.
738 East 28th St.
P. O. Box 195
PHONE: Park 3-2494
Park 3-2495
Attn.: Mr. C. T. Wall

SOUTH CAROLINA

Columbia
Roebuck Buildings Co.
1138 Bull St.
PHONE: 2-7111
Attn.: Mr. T. Moffatt Burriss

Roebuck
Roebuck Buildings Co.
P. O. Box 128
Highway 221
PHONE: Spartanburg
2-3155
3-7507
Attn.: Mr. John C. Anderson

TENNESSEE

Chattanooga
Southern Sales & Export
Co., Inc.
2010 South Willow St.
PHONE: OXFORD 8-2318
Attn.: Mr. Geo. L. Fulghum, Jr.

Clarksville
Thompson and Reece
College at Second St.
P. O. Box 733
PHONE: Midway 7-1113
Attn.: Mr. J. Reece

Cookeville
Better Homes Construction
Co.
Cox Building
PHONE: 693
Attn.: Mr. F. Alexander

Nashville
John W. McDougall Co.,
Inc.
4100 and Indiana Ave.
P. O. Box 538
PHONE: Broadway 7-1590
Attn.: Mr. John W. McDougall

IMMEDIATE ERECTION • AMAZINGLY LOW COST

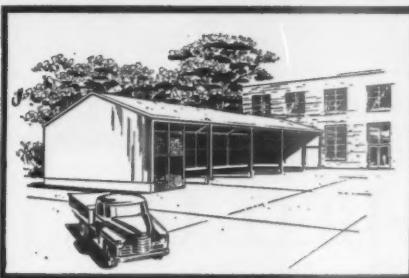
DIXISTEEL BUILDINGS are planned to suit your specific needs. Virtually any length, width, or sidewall height can be obtained from standard units. Rigid-frame, clear-span, post-free construction. A full variety of accessories available. You can own a DIXISTEEL Building for as low as \$1.50 per square foot.

TYPICAL OF THE WIDE VARIETY AVAILABLE



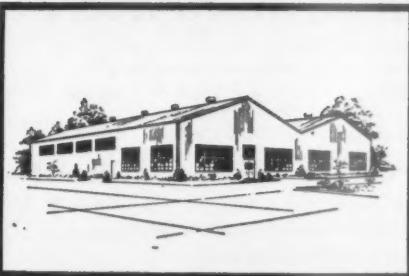
RETAIL STORE

This building is 50' x 100' with no columns or obstructions. Decorative front. Warehouse space in rear can be easily expanded.



MAINTENANCE SHOP

This open front clear-span building is 30' x 100'. It is ideal for storage of materials, parts and equipment. Plenty of working space.



MANUFACTURING PLANT

This multiple building consists of two 70' x 100' units. Additional units can be added to sides or ends, when expansion is needed.

FREE ESTIMATES—NO OBLIGATION

STEEL BUILDING DIVISION
Atlantic Steel Company

P.O. BOX 1714 • ATLANTA 1, GEORGIA • TRinity 5-3441



LONG-BELL OAK FLOORING

Obviously the Finest!

Perfect fit just comes naturally with precision machined Long-Bell Oak Flooring. Edges and ends of each strip meet the most exacting standards of hairline precision. Saves time, labor and money.

Timeless beauty in the classic tradition is the natural result of plans specifying Long-Bell Oak Flooring. Thousands of discriminating home buyers prefer this flooring above any other type.

Sales figures of Long-Bell Oak Flooring dealers reflect this overwhelming preference. Too, the widespread

popularity of Long-Bell Oak Flooring assures builders of economical installation and quick finishing.

The peerless quality of Long-Bell Oak Flooring has made it America's first choice in residential construction . . . an enviable reputation.

Oak Flooring Plants—
DeRidder, La. Quitman, Miss.

INTERNATIONAL PAPER COMPANY
Long-Bell
D I V I S I O N

Kansas City, Mo. Longview, Wash.

MEMBER OF NATIONAL OAK FLOORING MANUFACTURERS ASSOCIATION

Did you say Hardware?



Capri
CADET

ALL ALUMINUM SLIDING GLASS DOORS

*Write for complete details on the
profit making Capri CADET and
the beautiful new "CROWN" handle.*

**Yes—
we said
hardware!**

**the most
luxurious
sliding glass
door hardware
in the nation.**



Hardware hardly seems the right name for this glamorous new "Crown" handle designed by specialists for the Capri CADET Sliding Glass Door. With this lovely satin-chrome handle, the Capri CADET is the most beautiful and the finest operating sliding door in its price class . . . anywhere. Here is a door which will *sell itself* to builders of all types of homes, from the smallest tract home to the custom deluxe. The Capri CADET is a low-cost sliding glass door with beauty and features present only in doors selling for much more. Completely water-tight . . . all aluminum with smooth alumilite finish . . . unhandled outside sliding units . . . and *the most luxurious hardware in the nation.*

T. V. WALKER & SON, INC. • 217 N. Lake St. • Burbank, Calif.

Please send information on the Capri CADET

Dept. C-38

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Stunning NEW ceilings by Insulite

America's smartest new ceiling tiles, including color-styled Pattern designs!

Are you really out after the high-profit ceiling tile business? If so, you'll like the news from Insulite.

First . . . new styling. Today, we are ready to ship two brand new designs in Insulite "Pattern Tileboard." These are printed, color-styled patterns, in gold and beige. And you have *only two patterns to stock, to meet all needs, and satisfy all tastes!*

Created by top-ranking stylists, they fit beautifully with just about any decorating scheme. The "open" Pattern design

makes a ceiling seem higher, while the "closed" design has a lowering effect.

Next big news is that famous Fiberlite —our travertine textured acoustical tile—is now available with flanged tongue-and-groove joint. It's America's *best acoustical tile buy!*

Look at the whole great Insulite line . . . these six newest items, plus many others. Write us today for samples, new sales helps, and full information—Insulite, Minneapolis 2, Minnesota.

sells easy...sells fast...stays sold

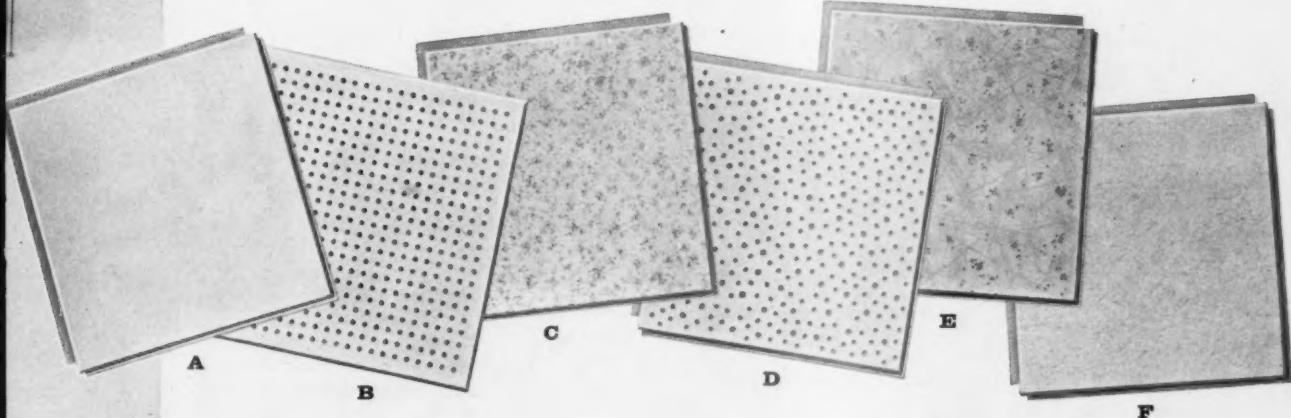
INSULITE

Ceiling Tile



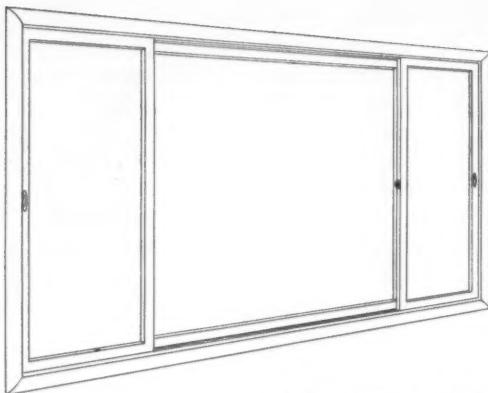
Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULITE, DUROLITE, ACOSTILITE ARE REG. T.M.'S U.S. PAT. OFF. FIBERLITE IS A T.M.



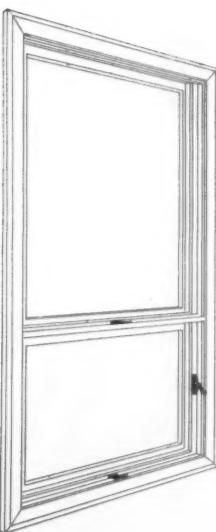
Styling sells women...and women buy the ceiling tile! So we suggest you build your stocks from these six newest Insulite items: **(A)** Durolite, with new *scrubbable* finish. **(B)** Acostilite Regular Drilled. **(C)** Pattern Tileboard, closed design. **(D)** Acostilite Casual Random. **(E)** Pattern Tileboard, open design. **(F)** Fiberlite Acoustical.

3 NEW DESIGNS TO SELL YOUR WINDOW SHOPPERS



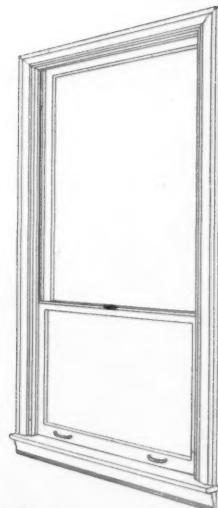
TRIPLE GLIDING

These R·O·W wood window units are designed for smooth horizontal operation in conventional and picture window proportions. The three full-light sash are removable for easy cleaning and painting. A beauty in modern design.



AIR-LITE

Vent-A-Wall Air-Lite window units give picture window beauty with venting openings. These complete, double weather-stripped units accent the lines of today's architecture. Sash are removable for savings during construction and to facilitate complete painting.



LIF-T-VUE

Lif-T-Vue R·O·W window units with Lif-T-Lox balances are especially designed to keep pace with the advances of modern architecture . . . in picture window beauty, in removable window utility and adaptability to every window need in every room in the house. Truly, here is a new idea in windows!

MANUFACTURED BY



Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia



March,
1958

SOUTHERN
BUILDING
SUPPLIES

Metal paints should be specified most carefully according to manufacturers' directions. The galvanized gutters, at left, would not be scaling (and rusting) if they had been painted properly. Gutters should be primed with zinc dust-zinc oxide paint, so finish coat will adhere better.

Selling Right Paint for Best Results

By LOU FISHER, National Paint, Varnish and Lacquer Assn.

◆ DOES THE FOLLOWING SCENE ever happen in your store?

IRATE CUSTOMER: "What the heck was the matter with the paint you sold me?"

DEALER: "Wh-wh-what do you mean?"

IRATE CUSTOMER: "It's streaked down all over the brick. I painted the wood with the white paint you sold me. And now there are white streaks all over the brick."

DEALER: "Why didn't you tell me you had brick, too?"

There's a good lesson for paint dealers in this little scene. This lesson is: Know what kind of paint you are selling and know what the customer is planning to use it for and on what kind of surface.

The paint industry and its chemists have developed a wide

variety of paints for exterior use that are tailor-made for every type of surface.

The right paint used on the right surface in the right way must do a satisfactory job. But when applied to the wrong surface the best paint made will make the purchaser both unhappy and probably an ex-customer, as well.

But before you sell any paint at all, stress to your customer the necessity of properly preparing the surface: removing rust from metal

surfaces and getting rid of scaly or blistered paint. Then explain to him that new wood or wood whose old protective coating has been completely removed must be primed to seal the pores of the wood, prevent the entrance of moisture, and furnish a good base for future coats. New or de-rusted metal surfaces should be given a coat of metal primer. And don't forget to advise him to do calking, puttying, and glazing as needed.

(See RIGHT PAINT page 86)

Paint failures are costly and cause many home-owners to "shop elsewhere" when they try again for good finish results. A non-chalking paint would have prevented the chalking seen at lower left in "two-toned" two-story house. Knots on new wood should be sealed before painting to prevent the resin from pushing off the paint film. Ugly "scars" seen on bay-window base, below, would have been avoided with proper sealing of knots.



\$1 in Sundries for Every \$4 Paints Sold!

By BEATRICE MILLER

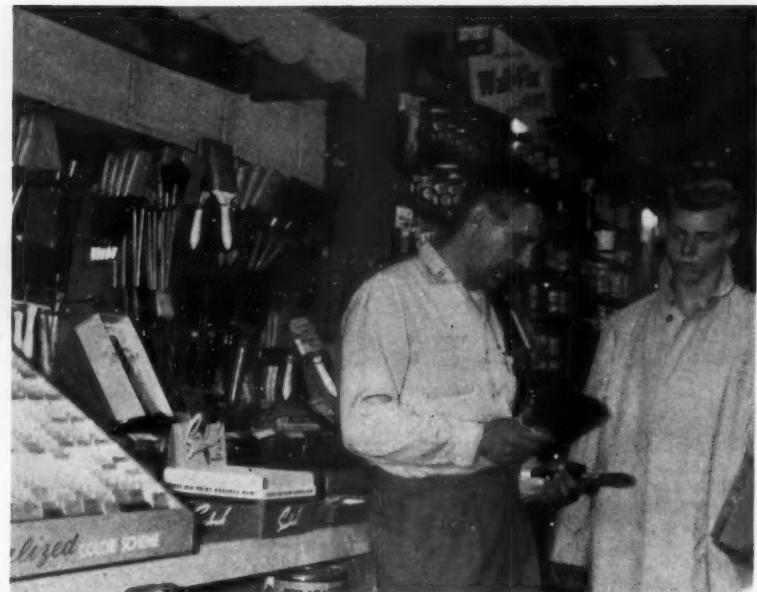
◆ FOR EVERY \$4 worth of paints this Virginia lumber dealer sells, he sells \$1 worth of sundries and accessories.

The way to bigger paint volume, according to Alex Litman, owner of Temple Hardware and Lumber Company in Alexandria, Virginia, is to "know paint; know your manufacturer's paint manual thoroughly; know what job the customer wants to carry out and give him the right paint and complete instructions."

This dealer's '56 paint volume doubled its 1955 volume to reach \$8,000. It leaped another 40 per cent in 1957, pushing Temple's paint volume to more than \$11,000! Paint sundries reached a '57 volume of over \$3,000.

"Knowing your paint manual thoroughly is 90 per cent of the battle," Litman asserted. "Your average customer does not know the type of paint he needs for a particular job. Besides, paint is more complex today with a variety of rubber base and oil base paints, stains, and enamels to choose from. Unless you know your paints and their application thoroughly, you can not give the accurate and satisfactory service that spells confidence and volume. That's why we study our paint manuals throughout the year, refreshing our information after store hours and in spare moments behind the counter.

"Never guess. Never pretend you have an answer to a customer's paint question when you are uncertain of yourself. Keep the manual on hand, refer to it and make absolutely certain you are giving proper instructions. Have sessions



Virginia dealer Alex Litman sold over \$3,000 in paint sundries and \$11,000 worth of paints in 1957. He did it by training his personnel to find out how customers plan to finish the building materials they buy . . . and what they need to complete the jobs for which they buy paint and other coatings.

with your sales personnel to keep them accurately informed.

"If a customer wants to match a refrigerator color or a kitchen cabinet of a particular make, get the manual out and make sure you are matching colors precisely right. Taking the extra few moments to make sure of colors is not lost time. The pleasing results a customer gets from his paint job mean future sales to him and expanded volume when his friends and neighbors compliment him on his fine job."

Second to paint knowledge and well-informed personnel is a complete line, Litman said.

"Paints that give satisfaction are usually continued by the customers that use them. If they have used a quality brand on the outside of the house, they will ask for the same quality and brand name on the inside."

Litman pointed out that Temple Hardware and Supply carries five lines of paints in price ranges as well as quality to meet competition. "Variety in itself brings traffic. We advertise that we carry

700 different colors in one line, 500 different colors in another line — and that we will make up any color a customer wishes."

A 50-foot wall is devoted to paints and two 24-foot tables to display stocks of paint sundries. All paint and related items are in open displays — easily reached for examination and selection.

"But knowledge and displays and complete stock are not put to use unless a dealer is alert to paint potential in every sale. If a man comes in and buys some lumber, and we learn he is building a porch, we always ask him how he plans to finish it.

"If a man buys gypsum board or plywood for wall paneling, we find out where he is using it and how he expects to finish it.

"A customer who is making a bookshelf or a cabinet is reminded that we have the paint, stains, sandpaper, or steel wool he will later need." Litman declared that many \$5 lumber sales can be built up to \$9 or \$10 tickets if a dealer and his personnel will always inquire about finishes.

Personal contact promotion is only one way Litman's staff give impetus to sales.

Weekly advertising in the local newspaper always lists paint and paint sundries. Special advertisements on paint are run in the spring, summer, and fall.

Four times a year, 10,000 handbills are put out in a door-to-door (See SUNDRY SALES page 87)

S-B-S SURVEY RESULTS . . .

Dixie Dealer Sells Annually

\$8,763 Paints, \$3,168 Sundries

66% GIVE CONTRACTORS ABOUT 10% OFF

◆ AN INTENSIVE *S-B-S* survey has revealed that lumber and building supply dealers are substantial retail outlets for paints and paint sundries in the 18 Southern and Southwestern states.

The January survey among dealers in the South and Southwest who sell paints and paint supplies disclosed that the average dealer sold \$8,763 worth of paints during 1957. Median sales per dealer were nearly \$7,500.

The survey also revealed that the average dealer sold \$3,168 in related supplies and accessories. Median sales per dealer were \$1,500.

Dealers' mark-ups on paints ranged from 19% to 60%. The most common mark-up was 40%, reported by 26.8% of the dealers. The average mark-up on paints was 39.9%.

Mark-ups on related supplies and accessories ranged from 24% to 60%. The most common mark-up was 50%, reported by 30.7% of the dealers. The average mark-up was 41.6%.

The survey showed that 95.6% of the Dixie building materials dealers sold interior paints, 95.6% sold exterior paints, 73.3% sold masonry paints, and 62.2% sold "custom-mix" paints.

The lumber and building sup-

ply dealers reported selling 45 different main brands of all types of paints. Sale of different types of paints also varied widely.

The survey returns showed that 5% sell acid-proof paint; 95.6%, aluminum; 64.4%, asphalt; 8.9%, awning; 33.3%, coldwater and casein; 75.6%, brick and stucco; 57.8%, metallic; 68.9%, oil; 88.9%, rubber base; 44.4%, synthetic resin; 55.6%, texture; and 57.8%, waterproof.

The following percentages of dealers stocked these stains: concrete floor, 78.9%; shingle oil, 44.4%; wood oil, 60%; and prepared wood finishes, 66.7%.

The survey revealed that 66.7% of the dealers give paint contractors a regular discount of a 10.3% average. Only 15.6% of the dealers contract and apply painting jobs.

Newspapers are the chief media of advertising paints for Dixie



"A happy customer is always ready to listen to Sam's brush story!"

dealers. The survey reveals that 73.3% advertise by newspaper, 37.8% by radio, 48.9% by direct mail, and 4.4% by television.

Lumber and building supply dealers in the South-Southwest who sell paints also stock a profitable variety of accessories and related supplies.

Here are the *S-B-S* survey results, with the individual accessories and supplies listed alphabetically:

Adhesives, 75.6%.

Applicators, wax, 26.7%.

Bathtub seal, plastic, 60%.

Blow torch, 22.2%.

Borders, wallpaper, 26.7%.

Brushes — dusting, 20%; paint, (See PAINT SURVEY page 87)



This salesman at the Waller Lumber and Supply Company in Savannah, Ga., always sells paint buyers more by reminding them of their needs for sandpaper, calking compound, and other paint sundries and accessories.

Georgia lumber dealer's new store

SPOTLIGHTS PAINT and HARDWARE

◆ THE WEST GRIFFIN Lumber Company features high visibility and neat, attractive displays of fast-moving builders hardware and paints in its new retail store, located on the four-lane Atlanta highway, approximately one mile from downtown Griffin, Georgia.

"We've been in the lumber business for over 10 years, but this is

the first time we have tried to sell builders hardware and related items on a volume basis," said Hollen Mobley, co-owner of the firm. "We have selected each of these items carefully, looking to those with a high turn-over rate and particularly those appealing to the Do-It-Yourself customer.

The 44 x 172-foot building is

By C. LORENTZSON

of roof-deck construction. Concrete block support exposed steel joists, painted white to blend with the ceiling. Three lines of eight-foot fluorescent fixtures provide brilliant lighting to highlight the displays.

In the 44 x 72-foot store area, builders hardware and related items are displayed on the left of the entrance. Paints, tile, screen, roofing and other samples are shown on the right.

Items are grouped according to their relation to each other. For example, carpenter and mason's tools are displayed on perforated hardboard panels on the left wall. Colorful coral background dramatically sets off the tools. In front of this fixture, drills, bits, and other smaller accessory items are displayed in step-down counters. Items are separated by glass dividers and individually priced.

"To take advantage of the serve yourself principle, all items are marked and displayed so the average customer can make his own



The new store of the West Griffin Lumber Company in Georgia, seen at top of opposite page, attracts patrons with its show-case front, well-lighted material displays, and convenient parking space.

Plenty of display space is given to high-profit paints and hardware. At right, a customer serves himself from the wall shelves. The paints are arranged by factory numbers for quick inventory checking and order filling.

Above, the island displays of hardware items invite browsing. Owner Hollen Mobley helps a customer to find screen-door grille he needs. Paint displays are in background, beneath "ceiling" windows. Metal roof trusses are uncovered and painted white.





selections," Mobley said. "This will not always be true, of course, especially in the paint lines or when a window, window glass, door, or other pre-built item is wanted. These millwork products are stored in our basement area."

On the side opposite the tools, asphalt and vinyl tile is displayed on one floor fixture. Across from this display, trowels, tile cement, and other supplies needed to lay this tile are displayed. Thus, the customer need only turn around to complete his purchase if he buys tile.

Located along the entire right wall, the paint display is arranged by factory numbers for quick sales and checking of stock. Beginning at the front of this store, paint and allied lines are displayed as follows: enamel and enamel under-coating, rubber-base paints, floor enamels, house primers, interior paints, shellac and varnishes, and thinners such as solvents, linseed oil and turpentine.

Other West Griffin Lumber Company displays feature cabinet hardware and similar items: cabinet pulls, hinges (both chrome and antique copper finishes); entry handle lock sets, and entry locks. Screen door grilles are popular in brass and satin finishes.

Screen wire — aluminum, galvanized, and plastic — is displayed at the rear of the store on pipe rollers rising against the rear wall.

Asphalt roofing types dominate one floor display. Samples of 25 colors are arranged on portable boards so they may be easily shown to a customer or taken from the store to the prospective customer's home.

Patching plaster and putty are set up on a rack facing the paint displays. "If a prospective customer decides to paint his house, he is going to need patching plaster before he needs his paint," said Bobby Watt, salesman. "He usually buys both after deciding on the color, and he is especially susceptible for a sale of the other items when he comes in for paint."

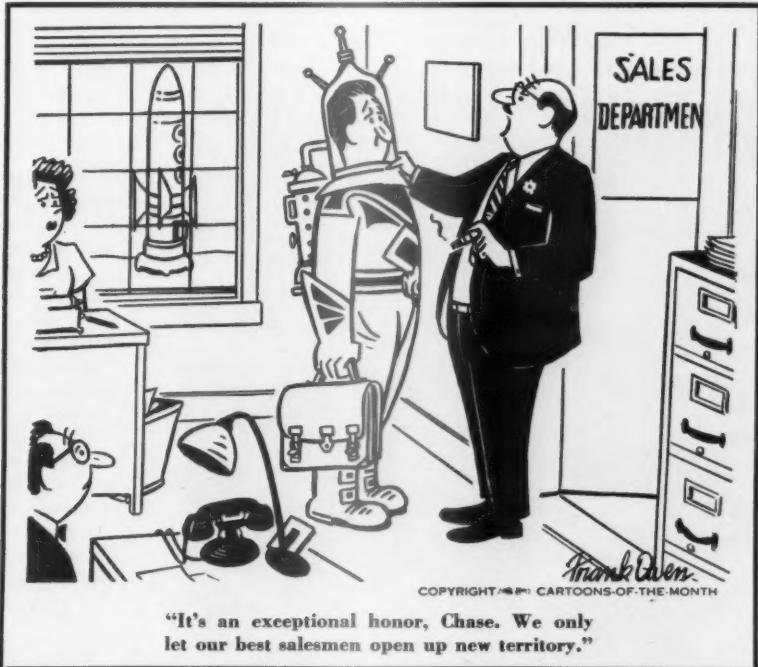
Facing the 40-car asphalt parking area, front counters carry electrical supplies and other items.

Stock windows and doors, plywood, glass, and wood paneling

are stored in the basement. Easy access by a stairway prompts the invitation to customers to pick out their items from those down there.

A separate warehouse in the rear stores cement, gypsum board, and roofing stocks. Outside sheds, adjacent to the retail store, house all common and much finish lumber.

"Most materials we stock have proven records of customer acceptance," Mobley concluded. "However, we are frankly experimenting with their display and space allotments. If we find this arrangement is wrong, we will change it."



CLEAN UP PAINT UP FIX UP

THE ROUTE TO A BETTER AMERICA

*— and the campaign route to
MORE MATERIAL SALES!*

◆ A DOUBLE-BARREL OPPORTUNITY for building supply dealers is the Clean Up — Paint Up — Fix Up program. It effectively combines sales promotions and public-relations efforts.

Started in 1912 by a civic-minded publisher in St. Louis, the program has grown until now over 6,000 campaigns are conducted annually across the nation. With the goals of protection of health, prevention of fire, promotion of safety, and the building of citizenship

By JOAN FOREMAN

ideals in youth, it is no wonder that so many diverse civic groups and city administrations enthusiastically endorse the Clean Up — Paint Up — Fix Up program. Chambers of Commerce, Jaycees, fire departments, Lions, Rotary, Kiwanis are some of the organizations that are prominent sponsors.

A thorough campaign will encompass the entire citizenry of a

community — with each organized group undertaking a specific project. The school children will be most active of all, taking pledge sheets home to parents and to neighbors without school-age children, holding assemblies, studying the functions of city government, competing in poster and essay contests. All city departments will be participating, too.

If a campaign is scheduled for your community, you will certainly wish to tie in: If none is in the offing, the National Clean Up — Paint Up — Fix Up Bureau, with your cooperation, will help initiate a program in your town.

When your community plans a program, there are several ways for you to participate profitably.

(See JOIN BIG PUSH page 88)



To appreciate the color and appeal of the many sales aids available from the Clean Up — Paint Up — Fix Up Bureau, you should see these illustrated items in their full colors and designs. Central figure in the 1958 promotion is the singing bird, which cheerfully welcomes spring with the universal urge to "clean up, paint up, fix up . . . for a healthier, better life."

At top of page are the wall (or window) streamer and the auto (or truck) bumper banner.

Above is the window poster or counter card.

At left are seen; at top, a community cooperation campaign streamer; lower left, the lapel metal reminder tag; and, right, the CU-PU-FU honor (participation) emblem.

With all these low-cost aids and leadership assistance, the route to more material sales in your market could well be via the CU-PU-FU!



Above, Norman J. Coakley writes up another paint order for a steady contractor customer of the Mission Lumber Company in Mission — a Kansas suburb of Kansas City. Mission Lumber's paint sales manager, Coakley gives contractors a discount of 10% on their paint purchases. At right, Coakley and contractor Lowell Dodge watch the electric shaker as it thoroughly mixes the two gallons of interior paint.

It Pays to Cater to Paint Contractors



◆ FOR A LUMBER DEALER, the paint sales of the Mission Lumber Company in Mission, Kansas, and its parent firm, the Daniels-McCray Lumber Company in Kansas City, are exceptionally large . . . and profitable. Last year the Mission lumber yard alone sold over \$45,000 worth of paints and paint accessories and sundries, for an average mark-up of 40 per cent.

A major reason for this sales accomplishment, according to Manager Harry McCray Jr., is that the Mission firm goes after the paint business of painting and building contractors. And it lands a nice volume of such sales by giving the contractors a regular discount of 10 per cent on their paint purchases, and good delivery service to boot.

Two well-known and tested lines of paint — Dutch Boy and Minnesota — fill virtually every need the contractors have, Norman J. Coakley pointed out. He is Mission's aggressive and informed paint sales manager.

"While the greater percentage of our paint sales are made direct to painting contractors," Coakley explained, "we still do a lot of business with the general con-

tractors. They, too, appreciate the fact that we carry two complete lines of quality paints.

"We maintain a fleet of 14 delivery trucks in peak season, and they provide our paint department with dependable delivery service for our contractor - customers. When ordering lumber, many of our customers will include their paint needs, knowing the paint will come to the job as needed — right along with the lumber and other materials."

Testifying to this teamwork between dealer and contractor was Lowell Dodge, a painting contractor. He said:

"I deal with Mission Lumber for paints and supplies because its location is convenient to the majority of my work. Mission's price is comparable to any other paint dealer for similar quality products. Their delivery service has always been exceptionally satisfactory."

The Mission Lumber Company attracts paint purchasers to its modern yard at 7030 Johnson Drive in this Kansas City suburb with a planned campaign of newspaper, radio, TV, and direct-mail advertising. This dealer takes ad-

vantage of the cooperative advertising allowance and services of brand-promotional manufacturers.

And nearly any supply, sundry, or accessory needed by the professional painter, handyman, or Do-It-Yourself housewife, Mission has it in stock. Here is a run-down on the related merchandise sold to help push its paint department sales to the \$45,000-a-year mark:

Adhesives, wax applicators, plastic bathtub seal, wallpaper borders, all types of brushes, calcimine, calking compound and gun, paint brush cleaners, oil colors, brush combs, drop cloths, emery cloth, crack filler, glazing compound, all sorts of glues, japan drier, lacquer, wood extension and folding ladders, ladder accessories, linseed oil, wallpaper paste, patching plaster, paint pots and pot hooks, wood preservative, putty and putty knives, paint and varnish and wallpaper removers, paint rollers, sandpaper and sandpaper holders, paint and floor scrapers, screen painters, concrete and wood sealers, shellac, spatulas, sponges, paint sprayers, masking tape, paint thinner, paperhanging tools, wallpaper, waterproofing, wall size, and wax.

Steady ADVERTISING Yields Solid PROFITS

'Cash & Carry' is nothing new in Chattanooga, Tenn.! The Cash and Carry Lumber Company last June celebrated its 25th anniversary in that city with the full-page ad and "party invitation" reproduced below. Backed up by good customer services and values, steady advertising has made this one a successful dealership. At right, General Manager Lester Grant and Carter Bennett check their cooperative advertising budget on paints for the past seven years.



THE CHATTANOOGA TIMES, CHATTANOOGA, TENN., WEDNESDAY, JUNE 4, 1958

You're invited to our
OPEN HOUSE Wednesday, June 5
Celebrating Our
25th ANNIVERSARY
FREE REFRESHMENTS...PRIZES

Cash and Carry
LUMBER COMPANY
"The Yard of Friendly Service"
HAS SERVED THE CHATTANOOGA AREA FOR 25 YEARS
FROM THE SAME LOCATION, 1203 GREENWOOD AVE.

A. M. Gibbs
Owner **L. D. Grant**
General Manager **E. W. Roswell**
Sales Manager

Quality Materials: Millwork, Lumber, Plywood,
Paneling, DuPont Paints, Bird Master-Bilt Shingles,
Dexter Hardware, Anderson Wood Window Units.

ANNIVERSARY SPECIAL...ONE DAY ONLY

DuPont Markeite Wall Paint	\$3.97 gal.
DuPont No. 40 Outside White Paint	\$4.98 gal.
DuPont Densol Enamel	\$3.93 gal.

Limit 2 gallons per customer

FREE ESTIMATES
FREE DELIVERY

USE OUR EASY PAYMENT PLAN—TAKE 3 TO 5 YEARS TO PAY.

WE CAN RECOMMEND RELIABLE CONTRACTORS

PHONE OX 8-1541

Congratulations to Cash & Carry Lumber Co. from:

GEORGIA-PACIFIC PLYWOOD CORP. **A FRIEND** **E. I. DUPOUNT DEHARMEURS & CO.**
UNITED STATES GYPSUM COMPANY **TENNESSEE PLYWOOD CO.** **BIRD & SON, INC.**
ATLANTA OAK FLOORING CO. **CELOTEX CORP.** **WILLIAMS & VORIS LUMBER CO.**
THOMASON LUMBER COMPANY

◆ SINCE 1951 the Cash & Carry Lumber Company in Chattanooga, Tennessee, has spent a cooperative advertising budget of \$3,327.52 in consistently promoting paint sales. Half of this amount was paid for by DuPont, paint manufacturer whose officials feel — as this lumber dealer feels — that consistent advertising is necessary for increased paint sales and profits.

Last year, the Cash & Carry Lumber Company sold over \$20,000 in paints and over \$10,000 in paint sundries or accessories. Principal reason for this success lies in the company's skillful use of local radio, newspaper, and direct-mail advertising to promote its line of famous-brand paints.

"Consistent use of advertising does not necessarily imply saturating the air or newspapers with advertising the year-round," declared N. C. Bennett, who has handled this Chattanooga dealer's cooperative advertising for the past six years. (Now he manages home improvement sales.)

"We operate on the theory that it is better to put coal on the fire while it's burning well in order to reap the best and most productive results from our advertising dollar," Bennett explained. "Thus, we hit our market heavily with advertising in the spring and fall. Then, of course, we also promote our line, using the cooperative plan wherever possible to spread out the costs, when a special event arises, such as the 25th anniversary sale we profitably observed last summer."

(See PROFITABLE ADS page 58)

VERSATILE WALLPAPER



Profitable ways to sell more Wallpaper

By JOSEPH ROBY

◆ ARE YOUR business costs rising? Are you on the lookout for ways to improve your selling technique and profit picture? Then — take a second (or, maybe, first) good look at wallpaper!

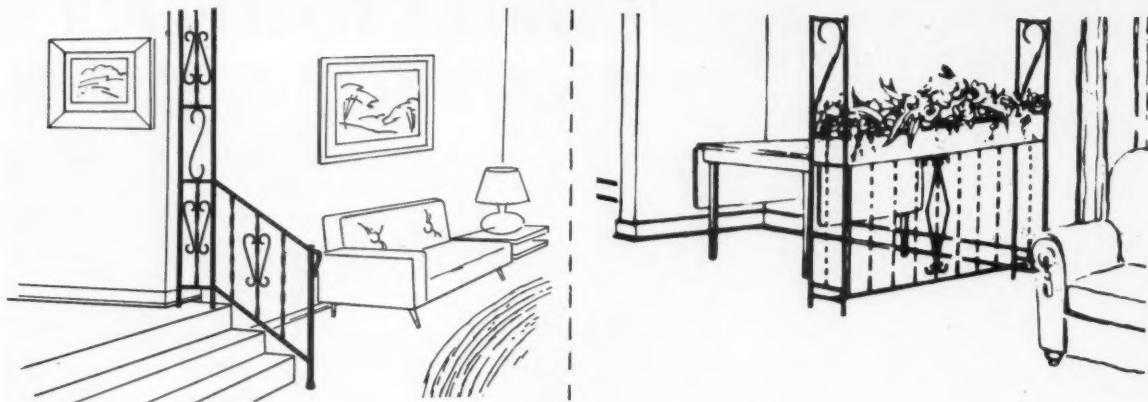
Since customer acceptance of wallpaper is increasing, it is a readily available and stable product, and it offers excellent profit potential. You can achieve your goal readily by promoting wallpaper sales.

(See *SELL WALLPAPER* page 90)



Wallpaper provides color, design, and texture in the bathroom, at left, above, to brighten up the model home it serves. A feeling of spaciousness is added to closed-in areas, such as the home hallway shown above, by the new wallpaper scenes.

Wallpaper is a "big ticket" item that is promoted to everybody who visits paint department in the modern store of the Brissey Lumber Company in Anderson, S. C. In photo, at left, a Brissey salesman helps a homeowner to select a "Do-It-Yourself" pattern.



ORNAMENTAL IRON . . .

Versatile Profit-Maker!

◆ LONG A FAVORITE MEANS of beautifying and fortifying the exterior of South/Southwestern residences, stock ornamental iron last year invaded Dixie home interiors in a victorious manner to further prove its building versatility!

The consequences are that dealers now are more likely than ever to cash in on this high-margin material by displaying and promoting it. Yet, it doesn't call for much of an inventory, due to the flexibility of basic sections, columns, and fittings.

Most dealers can carry on a profitable flow of sales by selling from the catalogs of jobbers or literature of manufacturers — and arrange fast shipment to fill the specific orders of most customers.

Such Virginia dealers as the Charlottesville Lumber Co., the Paty Lumber Company in Bristol, and Wright's Building Supply in Lebanon have found the sale of adjustable wrought iron railing to Do - It - Yourselves a profitable specialty.

Through the use of small displays in their stores and the product and installation literature of a manufacturer of versatile railing, these dealers have found it easy to book and fill orders from the stocks of their wholesale distributors.

On the other hand, when a substantial demand for ornamental iron is generated by advertising

and word-of-mouth promotion, a dealer finds it pays to put in a modest stock to meet the needs for different types of porch, stair, and miscellaneous ornamental-iron installations.

To fill the frequent requirements for new and remodeled residential and commercial installations, the Cape Fear Supply Company, building material dealers in Fayetteville, North Carolina, put in this commerçing stock of ironwork: 10 each of two types of plain square picket rails; 6 plain end posts, 4 intermediate posts, 6 corner posts, and 36 wall-end fittings.

6 upper posts, 4 left corner posts, and 4 right corner posts for com-

bination porch and step rails.

For step rails — 4 plain upper end posts, 4 intermediate posts, 6 plain lower end posts, 4 lower end posts with lamb's tongue, and 24 wall end fittings, 4 large scroll ornaments, and 4 small scroll ornaments.

3 pairs of plain-design 3'2" and 4'2" entrance rails, and 4 pairs of 3'8" rails.

28 porch columns of five different single panel types, and 24 porch columns of five different corner panels to match.

But all ornamental "iron" is not really iron anymore, for several major manufacturers of the cast- and wrought-iron varieties have switched to aluminum stock.





Its resistance to rust, greater ease of maintenance, lighter weight, and handling ease are said to result in lower initial and/or maintenance costs to the property owner.

With only three basic parts needed for railing installation — along with a wide choice of decorative ornaments and columns—prepackaged adjustable railing units are proving adaptable to interior use for room dividers, planters, separators for breakfast nooks and dining areas, and for stair railings in split-level homes and for staircase railings. This is true for offices and stores and window displays, as well as for homes.

Not all amateur handymen are ready to tackle ornamental-iron installations that require fastenings to masonry surfaces, but more and more Do-It-Yourselfers are finding the clear and graphic instructions in the manufacturer's installation sheets sufficient to see them through a tidy, low-cost installation of utility and beauty.

The suburban trek of American families and the mechanization of postal service have set up another

growing use for ornamental metal — as a base or stand for mail boxes, and as name or address plates.

Then, too, to dress up and fortify screens, modern families are putting handsome grilles to work in screen doors and windows.

Steel columns are in demand as load-bearers in new or refurbished dwellings. They are often used outside as posts for carports, patio enclosures, and other beauty jobs.

Ornamental metal — cast or wrought iron, or aluminum — is a building product whose producers will assist the dealer in every constructive way to promote it profitably. Demonstrator displays, posters, installation sheets, product literature, consumer advertising and other sales aids are available to the dealer who wants to cash in on the most versatile metal building product of this home-conscious generation.

For a list of the manufacturers of ornamental iron, write to Products Editor, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N. E., Atlanta 8, Ga.

Ornamental iron has become increasingly popular since World War II for dressing up and providing permanent protections on the exterior of new and old homes. The South Carolina residences seen above are evidence of this. Wrought iron railings were installed on the large front stoop of the top house. When the left wing was added later, it was enhanced with the cast ornamental frames, seen close-up at left. In the bottom house, ornamental steel railings were used on both front steps, and as a porch railing.

Now, stock ornamental iron is growing in favor for use as interior home "dividers" and for steps, as seen on opposite page. Drawings courtesy of the Versa Products Company.

A sure way to build up a volume or stock ornamental iron sales, Dixie building supply dealers have profitably learned is to display some popular, economical patterns of this versatile building material. The photo on this month's *S-B-S* cover shows the Jones brothers of Iuka, Miss., in sales situations in their enlarged, remodeled Iuka Building Supply Company store. The same style of ornamental column is displayed twice in the store — one painted white and the other black. Both double as load-bearers in the showroom.

When the Gregory Lumber Company in DeLand, Fla., enlarged their store recently, a large wall area was filled with the handsome display of ornamental metal seen at left. The Madison Lumber Company in Madison, N. C., wrapped a steel column with the ornamental columns seen at right — right at the front door.





ELDERLY PEOPLE often find that "living with the children" — if any — is not an ideal arrangement. Housing designed specially for older people is proving the answer in many communities. The Federal Housing Administration helps by insuring mortgages on such projects built by non-profit organizations for persons 60 years old or more. For more information, see your FHA state director or write to: Housing Editor of *S-B-S*, 806 Peachtree, N. E., Atlanta 8, Ga.

\$4,900 FLORIDA HOME FOR 'OLDSTERS'

This 450 sq. ft. home, above, is first of a projected 1,000 at Stelling Village, near Riverview, Fla., built to sell for \$4,990 to people 60 and beyond living on Social Security or pension income of less than \$250 a month. Of concrete-block construction, it is situated on a 75' x 50' lot so as to provide plenty of privacy, as well as gardening space.

The home is actually one large room plus bath — but it has a kitchen separated from the living-dining area by a breakfast bar. Viewed from the living-dining room, the bedroom, at right, is separated from the rest of the house by a bamboo curtain. Convertible couches are used to save premium space.



A major feature of the home is the wide expanse of aluminum jalousie windows which always permit a clean sweep of Florida breezes. The living-dining area, at left, has high-set windows to provide privacy on the side facing the street. Note ceilings of compressed wood fiber which serves as insulation for the built-up roof. Interior window sills and bath are of tile. Kitchen features a double sink, birch cabinets, and plastic counter tops.

Plans for the community include church facilities, a motel for visitors, a recreation hall, and an emergency clinic. The homebuilders are Earl Pelletier and Joe Clemente of Tampa.

ASSOCIATION ACTIVITIES

Vakakes Succeeds Kroh as Alabama President

Emanuel J. Vakakes of the Seale Lumber Co. in Birmingham is the new president of the Alabama Building Material Exchange. He succeeded William Kroh at the annual banquet on February 15.

New vice-presidents of the Alabama dealer association include W. T. Estes Jr. of Birmingham, David W. Thames of Montgomery, R. P. Geron of Huntsville, Bert W. Milling of Mobile, and Kelly Hyche of Jasper.

Other officers include these Birmingham dealers: secretary, Paul DeMarco; treasurer, W. E. Woodson Jr.; national dealer director, James Grayson. Mrs. Mary K. Harless is executive secretary.

Guest inspirational speaker at the Valentine banquet was Richard S. Woodruff, an official of the Alabama Power Co.

CONVENTION CALENDAR

MARCH 18-20: Louisiana Building Material Dealers Assn., Jung Hotel, New Orleans, La. Convention and exposition.

MARCH 27-28: Mississippi Retail Lumber Dealers Assn., Buena Vista Hotel, Biloxi. Convention and exhibits.

MARCH 31-APRIL 2: Mid-South Convention and Building Material Show, Municipal Auditorium, Memphis, Tenn. Sponsored by Tennessee Building Material Assn.

APRIL 7-8: Kansas Lumbermen's Assn., Lamer Hotel, Salina.

APRIL 9-10: Arkansas Assn. of Lumber Dealers, Marion Hotel, Little Rock. Annual convention.

APRIL 17-19: Florida Lumber and Millwork Assn., Harrison Hotel, Clearwater. Annual convention.

APRIL 27-29: Lumbermen's Assn. of Texas, Coliseum, Houston. Convention and exposition.

MAY 19-21: Building Material Merchants of Georgia, King & Prince Hotel, St. Simons Island. Annual convention.



These seven "minute men" informed and amused an attentive audience at the Wednesday morning business session of the Virginia dealer convention. Standing, from left, are Vice-President Paul Rosenberger of Winchester, moderator; Ray N. Horn of Natural Bridge, and Frank W. Kellam of Princess Anne. Horn's topic was "Helping Builders Build Better Homes." Kellam explained "Credit Report Safeguards."

Seated, left to right, are J. T. Ferguson of Richmond, James W. March of Winchester, Tim B. Pollard of Galax, and R. C. Marshall of Newport News. Ferguson discussed future profits from trees. Marshall listed seven ideas for profits. March recited "My Unforgettable Sale." Pollard revealed the surprising mark-ups of some cash & carry yards.

Virginia Dealers Share 'Know-How' at 'Startling' and 'Shocking' Convention

THE 32ND CONVENTION of the Virginia Building Material Assn., held at The Homestead in Hot Springs, was both shocking and startling. The "shocking" was accidental, due to the electric static in the resort hotel's new plush carpets in banquet and room halls and lobbies running the human "circuit" to room keys, rails, etc.

But the "startling" was deliberately arranged by Manager Harris Mitchell and his convention committee. This was accomplished through the testimonials of 13 Virginia dealers as to their sales and operating methods, and by the contributions of two visiting dealers.

The panel of dealers seen and described above also included Paul J. Stepp of Shenandoah. He reported how local dealers had organized to further their local interests and buying advantages.

The Thursday morning panel, chaired by President R. B. Johnson of Yorktown, laid sound "Foundations for Profits." J. Reid Wrenn

of Emporia, a top-prize winner in previous association buyer motives contests, covered "Sales and Customer Relations." The other panelists were: Robert H. Holsinger of Staunton, "Advertising and Promotion"; Robert S. Calhoun of Covington, "Pricing for Profits"; E. R. English of Altavista, "More Homes for More People" through land development; Charles M. Hayter of Pulaski, "Credits and Collections"; and Richard F. Snidow of Roanoke, "Repair and Remodeling Estimates."

The two visiting dealer speakers were Robert B. McClure of Charlotte, N. C., and James C. O'Malley of Phoenix, Ariz. Both detailed ways that had successfully met the competition of cash & carry retail outlets.

Vice-president of the Carolina association and secretary-treasurer of the McClure Lumber Co., the Thursday speaker related how his firm had stepped up its personal services to contractors and home-



owners via dependable delivery service, adequate credit, planning and estimating aid.

President of the National Retail Lumber Dealers Assn. and of the O'Malley Lumber Co. in Arizona, O'Malley stressed the necessity for budgetary control of line-yard operations and aggressive merchandising in competition with applicators and specialty dealers.

Winners in the VBMA's 1958 buyer motives contest were announced, and prizes presented, by Donald L. Moore, editor of SOUTHERN BUILDING SUPPLIES. They included Lester Robert Scott Jr. of

The new line-up of officers of the Virginia Building Material Assn. are seen in The Homestead Hotel's new Commonwealth Room at Hot Springs. From left, the group includes Maurice R. Large, Carolyn Nettleton, Paul Rosenberger, Fred Shortt, Milton Maddux, Charlie Robinson, and George Burton Jr.

Shortt of Grundy, replete with moustache and whiskers (for his county's centennial celebration this spring), is the new president. Large of Farmville is treasurer and alternate NRLDA dealer-director.

The other dealers are all vice-presidents: Miss Nettleton of Covington; Rosenberger of Winchester; Maddux of Marshall; Robinson of Tazewell, and Burton of Norfolk. Harris Mitchell was re-elected secretary-manager.

William N. Neff of Abingdon is NRLDA dealer-director. R. B. Johnson of York, retiring president, is the U. S. Chamber of Commerce councillor.

Norfolk; Ray N. Horn of Natural Bridge; Wesley McAden of Roanoke; Walker Young of Farmville;

J. A. Hughes of Wytheville; J. H. Bush of Martinsville, and Percy Dennis Jr. of Grundy.

S. W. Dealers Vote for Merchantable Construction Institute

THE 70TH CONVENTION of the Southwestern Lumbermen's Assn. in Kansas City, Mo., January 27-29, was missile-laden and satellite-starred with a new approach to the industry problems and ills. This was in the form of a trio of all-out discussion sessions on how to attain the teamwork that will get the building industry a larger cut of the consumer dollar.

And it resulted in the Southwestern dealers resoundingly voting for the development (by co-operating manufacturers, wholesalers, and dealers) of a permanent, self-sustaining Merchantable Construction Institute to effect operating goals of sales, estimating, and managerial training; adequate promotion and sales tools, including price book and merchandising catalog. It further was voted, upon the motion of Sam Arnold, that "the organization to do these jobs should be independent of any industry branch association."

This action climaxed three historic business sessions of Southwestern dealers: Monday afternoon statements by top-level panel mem-

bers on teamwork opportunities for creative merchandising; Tuesday breakfast individual table discussions of problem solutions by mixtures of dealers, wholesalers and manufacturers; and the Wednesday morning summations by top-level panel members of specific industry goals in behalf of doubled sales and percentage of profits in the next three years.

Due to the illness of Art Hood, American Lumberman executive and chief architect of this fabulous

convention endeavor, Ken Milliken, executive vice-president of SWLA, served as moderator.

The top-level members who worked hard and long, before and during the three-day convention included:

For manufacturers—J. V. Jones, Armstrong Cork Co., Lancaster, Pa.; Paul B. Shoemaker, Masonite Corp., Chicago; and Fred G. Johnson, Weyerhaeuser Sales Co., St. Paul.

For wholesalers—Joseph C. L.

Winners of the "Dream Vacation for Two in Hawaii" were Mr. and Mrs. E. J. Canada of Luther, Okla. Having "fallen in love with the islands" on a visit last fall, they are seen at right anticipating a 1958 holiday in Hawaii. An "Hawaiian Nite" party was the entertainment feature of the Southwestern convention. It included Johnny Pineapple and his South Pacific Revue, dancing, leis, Hawaiian orchids, and travelog. Target — an Hawaiian post-convention tour for Southwestern dealers is planned in 1959.





Evans, Evans Lumber Co., Buffalo, N. Y.; Harold W. Sparks, Lumberyard Supply Co., St. Louis; and S. M. Van Kirk, National Building Material Distributors Assn., Chicago.

For dealers — Sam M. Arnold, Kirksville, Mo.; Orlie Coulter, Ardmore, Okla.; Dwayne C. Larson, Salina, Kan., and James H. Wiseman, Searcy, Ark.

In the closing session, the panel members presented these seven operating goals for dealers: set up complete budgetary control; establish compensatory pricing; organ-



The new officers of the Southwestern Lumbermen's Assn. visit the exhibits at the 70th convention. At upper left, in hat, President W. M. Robinson investigates Tier-Racks, new pallet stacking frames. He is president of the E. C. Robinson Lumber Co. in St. Louis.

At upper right, W. W. Richardson of Tulsa, third vice-president, holds something new at the Admiral Flag & Specialty Co. booth — a letter-size clipboard imprinted with donor's city map and ad.

Immediately above, James Wiseman of Searcy, Ark., second v.p., listens to a sales talk about Hi-Grane Board's new plywood grooving machine.

At left, D. J. Fair of Sterling, Kan., first v.p., and in light suit, admires the new Andersen structural Windowall units.

ize to control sales to the consumer; establish consumer sales financing; set up specific responsibilities for retail sales management; make merchandising partners of contractors, mechanics, and tradesmen; and work out a merchandising partnership with manufacturers and wholesalers.

Operating goals for manufacturers embrace intensive and extensive product research, sales training, and sales promotion.

Operating goals for wholesalers are: sell with as well as to dealers, and to participate in retail sales management and sales training institutes and conferences.

The exhibition hall was filled with the popular displays and personnel of factory and wholesale suppliers, as well as SWLA association services.

Convention sidelights were the initiation of 11 Kittens at a Hoo-Hoo concat, with Grand Snark Ernie Wales of Spokane as visiting officer; a reminiscing luncheon for members of the 40-Plus Club; the lecture demonstration by Dr. I. M. Levitt, director of Philadelphia's Fels planetarium, of the construction, functions, and future of rocket missiles and satellites.



Distribution, Profits, Unionization, Expansion Aired at S. E. Convention

ATTENDANCE and dealer participation reached a new high at the fifth annual Southeastern Dealer Convention and Building Material Show at the Biltmore Hotel in Atlanta, Ga., February 3-5. A total of 1,060 persons visited the exhibits and attended the three business sessions. The percentage of dealer attendance increased to 37 per cent from 33 per cent at the '56 convention.

A bright future for Dixie was forecast by Dr. Frank J. Soday, vice-president of the Chemstrand Corp. of Decatur, Ala., in his opening talk on "Why Industry Moves South." In tracing the trek and expansion of the textile, chemical, atomic energy, electronics, aircraft and missile, and other industries to the South, Soday listed these as the factors responsible for the rapid industrialization of the South:

Men — the huge reservoir of willing workers, who can be easily trained for complex manufacturing operations.

Markets — the sharp increase (of 250 per cent since 1939) in per capita income in the South.

Materials — the South has 33 per cent of the nation's forests, 56 per cent of the minerals, about 75 per cent of the petroleum.

Other factors — plenty of water, friendly local governments, adequate transportation and utilities, and increasing finances.

The consensus of the panel on efficient distribution, at the opening Southeastern business session, was that it can continue to undergird the economical marketing of building materials. Moderator S. M. Van Kirk, general manager of the National Building Material Distributors Assn., set the keynote for the panel with this statement:

"To become efficient and exploit our great potential, it is mandatory that the wholesaler's warehouse, sales force, inventories, time, and efforts be utilized in the distribution picture. He is the only one who can provide the complete, varied, and strategically located regional inventories to support promotional campaigns and nationally advertised products."

The panelists on distribution included Charles Brandon of Springfield, Tenn., and J. E. Griffith of Lake Wales, Fla., retailers; Masonite's Paul Shoemaker and Wood Conversion's J. D. Fischer, manu-

facturers; T. E. Addison Jr. of Atlanta's Addison-Rudesal, Inc., and Jack Walker of Birmingham's United Plywoods, Inc., wholesalers. Due to the death of his infant daughter, Walker arranged for Donald L. Moore, editor of *S-B-S*, to read his prepared statement.

Specific ways dealers can hike their profits by controlling their costs were revealed by five dealers in the Tuesday panel discussion. Moderator was Jack Parshall, editor of *Building Supply News*. Dealers on the panel were William L. Cole, Cole-Hall Lumber Co., Birmingham; O. C. Franklin, Franklin Molding & Trim, Jacksonville, Fla.; W. S. Sexton, City Lumber Co., Knoxville; and Clarence Williams, Savannah (Ga.) Planing Mill Co.

In a speech preceding the more-profits panel, Ed Libbey of Washington, secretary of the National Retail Lumber Dealers Assn., urged the Dixie retailers to concentrate on packaged home-improvement sales. He cited FHA Title I loan business in the four states to show the business potential.

In the closing business session, Dr. Cleo Dawson, Kentucky psychologist, likened the four basic emotions of fear, rage, wonder, and sex, to four free-flowing pipes — all of which must remain open and in balance. "Yesterday's chances are gone, and tomorrow is unknown. But by living for today's chances and analyzing our problems as to their relative importance, and by keeping check on our emotions, no problem is too difficult to overcome."

Robert G. Thomson, Miami, Fla., safety director, listed the factors management must establish to minimize the pressures for, or of, labor unions as: good morale (through pleasant working conditions, good equipment, job placement, and supervision); competitive wages; and adequate communications (upward, downward, and sideways) with employees.

Walter E. Hoadley Jr., treasurer of the Armstrong Cork Co., advised the dealers to be more "market minded, consumer conscious, and cost conscious," if they are to succeed financially in this "interim period of business activity." He said government and money lenders are ready to keep home-building at a high level this year.

Tulsans Hear Builder and Elect Geiler President

A panel of speakers from the Tulsa Home Builders Assn. addressed the February meeting of the Tulsa Lumbermen's Assn.

Jim Nuckolls, THBA president, spoke on design and merchandising of houses; Fred Swanda, politics; and Leemon Nix, "The Future in General."

The newly-elected 1958 officers of the Lumbermen's Assn. in Tulsa are F. H. Geiler, president; W. W. Richardson, vice-president; and K. K. Clements, treasurer. Directors include Ira Crews, E. W. Dixon, Walter Kelly, Budd Montgomery, J. Ray Smith, and Don Woosley.

C. E. Marshall was re-elected secretary-manager.

Miss. Dealers to Hear of Lu-Re-Co Home Plans

The 32nd annual convention of the Mississippi Retail Lumber Dealers Assn. opens March 26 at the Buena Vista Hotel in Biloxi.

Paul V. DeVille, vice-president, National Retail Lumber Dealers Assn., will address luncheon guests at a noon meeting on Wednesday. His subject will be "Your National Association Looks Ahead."

Wednesday afternoon in a panel discussion the following subjects will be discussed: why dealers must think components, by Raymond H. Harrell; home plans exclusively for lumber dealers, by D. B. Sedgwick; and the cost of going to a Lu-Re-Co operation and the profit potential, by George Messner.

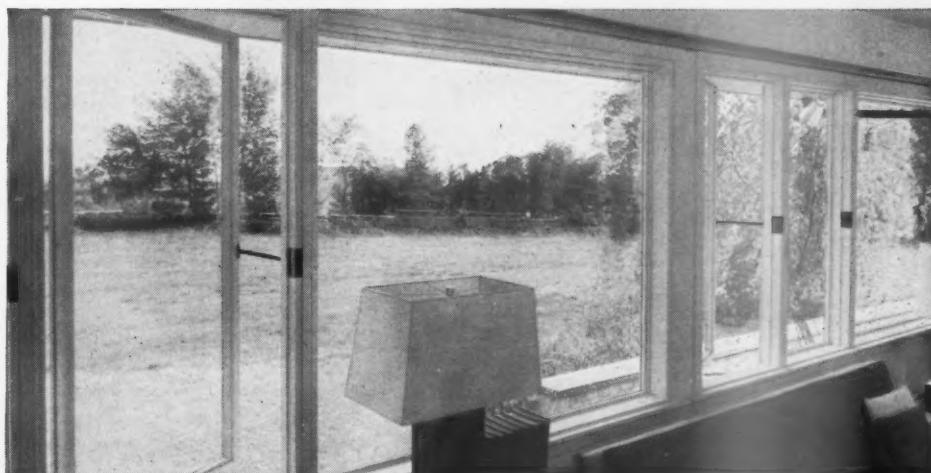
At the Thursday afternoon business meeting Paul V. DeVille will discuss how the Home Improvement Council can help the dealer to maintain his volume and, at the same time, improve his profit margin. He will be assisted by Edward H. Libbey, secretary, National Retail Lumber Dealers Assn., in presenting the subject which will be illustrated with slide films.

Friday morning Libbey will speak at the business session on "More Profit Through Trained Personnel."

Libbey will be followed by Dr. Frank Goodwin, University of Florida marketing professor. Goodwin will discuss the responsibilities of top management.

Your profit mainstays from Curtis— Silentite double-hung and casement windows

Curtis double-hung window units come in a variety of styles...are suitable for any room in the house.



Available in several styles, Curtis Silentite casements have advantages that no other casements can match.

Styles in windows may come and go—but double-hung and casement windows are always in demand! Today, in its famous Silentite window line, Curtis offers the very finest types of these popular windows.

Silentite double-hung window units—complete and ready to install—are unsurpassed for weather-tightness, ease of operation and slender, graceful beauty.

Silentite casements, with their special patented adjusters, are supremely weather-tight...cannot

swing or rattle...are made for lifetime service. Like all Curtis wood windows, these two Silentite leaders are guaranteed.

In addition, Curtis helps reinforce dealer profits with a complete line of other window types. And Curtis helps you sell with a window selector chart that shows all Curtis window styles...makes customers' selection quick and easy. For complete information about the Curtis window line, write us!

CURTIS

WOODWORK *heart of the home*



CURTIS COMPANIES INCORPORATED, Clinton, Iowa

Clinton, Iowa • Wausau, Wisconsin • Chicago, Illinois • Sioux City, Iowa • Lincoln, Nebraska • Minneapolis, Minnesota
New London, Wisconsin • Oconto, Wisconsin • Scranton, Pennsylvania • Charlotte, North Carolina • Atlanta, Georgia

Kentuckians Hear Hammond & Guillozet; Elect Henderson



WALLACE W. HENDERSON of Henderson-Moorefield Lumber Co. in Hopkinsville was advanced to the presidency of the Kentucky Retail Lumber Dealers Assn. at its 53rd annual convention in Louisville, January 13-15. A record attendance of 1,221 dealers, associate members, exhibitors and guests attended the convention and

building products exposition at the Kentucky Hotel.

The new vice-president is Leon Gibson of the Home Lumber Co. in Winchester.

New directors who will serve with the hold-over directors during 1958 and 1959 are: D. L. Ball, Clay; I. R. Ball, Louisville; John Burk and R. B. Congleton, Lexington; A. P. Harding, Central City; Pryor Hower, Shelbyville; Tudor G. Jones Jr., Mayfield; and J. Robert Stagg, Danville. Kenneth Lawson of Harlan was elected as a one-year replacement.

Charles W. Williams, vice-president and economics advisor of the Federal Reserve Bank of Richmond, reported on the "Outlook for '58." Also on the Monday afternoon program were Rayburn Watkins, Louisville, executive vice-president, Associated Industries of Kentucky, and H. R. Northup, Washington, D. C., executive vice-president of the National Retail Lumber Dealers Assn. The two men presented their ideas on state and national legislation regarding the lumber and building materials industry.

Tuesday afternoon, improved

merchandising ideas were discussed by three noted speakers. R. S. Hammond, vice-president and general sales manager, building products division, Johns-Manville Sales Corp., emphasized to the dealers that teamwork makes a strong industry. Joseph Guillozet of Joseph Guillozet and Co. spoke on developing a selling machine to reach the consumer. Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Assn., advised on putting the consumer in the buying mood.

The Wednesday business session featured a panel discussion by four Kentucky dealers on "Profitable Ideas and How They Work" with Joseph Guillozet and Robert A. Jones an added attraction.

Mechanical handling was discussed by E. Wilbur Chinn, Kittering Lumber Co., Owensboro.

Rumsey Taylor Jr., Princeton Lumber Co., outlined profitable methods of dealer contracting.

Leon Gibson, Home Lumber Co., Winchester, emphasized the importance of knowing your costs.

Ben Cowgill, Southern Supply Co., Lexington, described practical ways of displaying to sell.



OSTERTAG WINS UPSON 'PRESIDENT'S AWARD'



At the annual meeting in Chicago, Ill., of officers and sales managers of the Upson Co., Charles G. Ostertag of Atlanta, Ga., was presented the President's Award by James J. Upson, right, head of the wallboard manufacturing firm. The award included the silver cup and a \$250 check.

Ostertag won the award by chalking up the highest score in seven division managerial areas. He has served as South Atlantic division sales manager since 1950. A native of Alden, N. Y., he has been with Upson since 1923. After

sales work in New York, he served in Virginia, Georgia, and Tennessee, and then was promoted to Central division manager in 1948.

The picture at right shows South Atlantic and Central division salesmen watching a "repeat of the presentation" at the Colonial Terrace Hotel in Atlanta during a January 31 sales meeting. Standing at extreme left are H. R. Shedd, Upson consultant and retired vice-president, and William W. Suttle, Central division manager.



WOW! LOOK WHAT'S COMING FROM K&M!

It's a surefire tonic for tired sales! Designed to spark up prospects and put that acquisitive gleam back into your customers' eyes. Keep your eyes open—because new, exciting "K&M" building products and promotions are coming your way soon!



KEASBEY & MATTISON
Company • Ambler • Pennsylvania

OGDEN HEADS WEST VIRGINIA DEALER ASSN.



NEW OFFICERS of the West Virginia Builders Supply Dealers Assn. are seen above following their election on February 22 at the Greenbrier Hotel at White Sulphur Springs. From left, the trio includes Tom Wilkins of the Elkins Builders Supply Co., vice-president; D. G. Ogden of Dunbar's Builders Lumber and Supply Co., president; and John F. Barr of Fairmont, treasurer. Sam H. Diemer continues executive secretary.

A panel discussion on "How to Increase Sales and Profits" was moderated Friday afternoon by Don Moore, executive director of

the Home Improvement Council, New York City. Participants included Dick Downing, managing editor of *Wood Construction and Building Materialist*; E. E. Mann of the Bailey Lumber Co., Bluefield; and John Hill of the Mankin Lumber Co., Oak Hill.

Robert L. Kinney, treasurer of the Scott Lumber Co., Bridgeport, Ohio, moderated a Saturday morning panel discussion on "Extension of Credit Controls." The participants were Harry C. Fischer of Ohio; Frank Russell of the Lantz Lumber Co., St. Albans; and William H. Lewis, secretary of the Charleston Assn. of Credit Men.

Ogletree Joins Southwestern Assn. in Oklahoma

Vincent Ogletree is the new regional manager of the Southwestern Lumbermen's Assn. for the state of Oklahoma, south central and southwestern Kansas, and western and southern Arkansas. He is seen in photo at right which was published in *S-B-S* to announce his entry into association work in 1949 as field representative of the Lumbermen's Assn. of Texas.

In 1951 Ogletree was elected secretary of the Texas dealer group, which he served until 1956. Then he was elected vice-president of the Louisiana Building Material Dealers Assn. He left that post last January.

He was born in Fort Worth, but his family moved soon to Oklahoma. Ogletree is a graduate of the Alva High School and an alumnus of Northwestern State College in Alva. He and his family now reside in Blackwell, Okla. This is a centralized location for his calls on SWLA members in his territory.



Ogletree served in the U. S. Air Force during World War II as bombardier-navigator on 33 combat missions in Europe, and as a cadet instructor.

Commission Men Meet

The annual meeting of the National Assn. of Commission Lumber Salesmen will be held in Detroit, Mich., at the Sheraton Cadillac Hotel, March 27-29.

Secretary-Manager G. R. Gloor of St. Louis, Mo., promises "stimulating and helpful speeches and discussions of lumber industry problems and opportunities."

PROFITABLE ADS

(Continued from page 46)

"Recent developments, however, have given us further reason to spread our advertising over the entire year.

"For example, our manufacturer has made great efforts to eliminate the seasonalizing of paint sales. The new odorless interior paints and the manufacturer's increased emphasis on promoting holiday dress-up business increased our sales of the interior lines during the pre-Christmas period. Formerly, we could not hope to sell our interior types except during the spring and summer months when doors and windows can be left open. The petroleum and turpentine thinners carried in the old paints made painting indoors in the winter unbearable."

Cash and Carry sells the full DuPont line of interior, exterior, and "custom-mix" paints. They also carry the Sta-Dri and Bondex brands of masonry paints. Sales are divided nearly 50/50 between interior and exterior paints.

Mark-up on paints alone runs from 29 to 32 per cent. Paint accessories yield a better return, with mark-ups running from 37 to 42 per cent.

"We believe that radio advertising has given us more value for each dollar spent," Bennett continued. "This judgment results from the generous time allowed by the radio stations and the low rates. We use spots of one minute mostly. On two recent occasions, we have contracted for radio promotions covering a month or more.

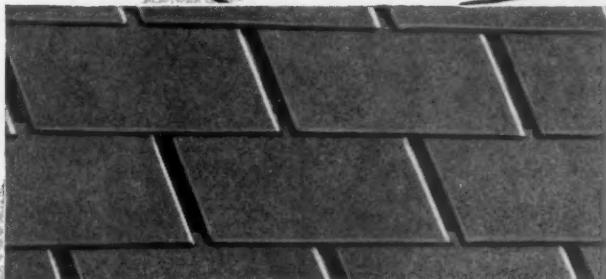
"We run four or five spots a day during seasonal promotions. Exterior paints go best in the fall and interior finishes sell best during the spring cleaning period.

(Continued on page 62)

NEW LOOK FRY 3-D

in roofs.

Shado-Bilt



New FRY 3-D has natural slate dark colored top strip, with tabs in your choice of 13 gorgeous colors. When brightly colored tabs overlay dark slate strip, the black showing through the tab cutouts makes the shingles look 3 times thicker. Roof has wonderful massive appearance!

290 LB. ASPHALT SHINGLE ROOFING WITH 20-YEAR BOND

The most dramatically beautiful asphalt shingle roofing you ever applied. Imagine how that helps your sales!

What's more, it's a top quality, **full profit** product. Backed by the nationally advertised Fry 20-year Bond, it's America's **lowest cost** asphalt shingle on a per year basis. That's why you so easily get your full price and profit.

For complete money-making facts, write our General Offices. Our local plant (your neighbor) will contact you promptly . . . with **profit to you**. Write TODAY!



LLOYD A. FRY ROOFING COMPANY

World's largest manufacturer of asphalt roofing and allied products—

19 roofing plants strategically located coast to coast

GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois





Window beauty can help you build your share of the market!

When you sell famous Andersen WINDOWWALLS, you furnish not just windows—but lasting customer satisfaction! Because these nationally recognized wood window units give both builders and owners what they want. For the builder . . . they're easy to install; and they operate perfectly, doing away with costly callbacks. For the homeowner, they provide window beauty that can't be matched . . . convenience and protection the year around.

For you, Andersen Windows can be STAR SALESMEN . . . helping to build your business, boosting your reputation as a supplier of quality building materials and equipment. The Andersen name and reputation are nationally known through advertising in BETTER HOMES and other leading magazines. In fact, surveys show that homeowners prefer Andersen Windows by a 7 to 1 margin! So when you furnish Andersen WINDOWWALLS, you are saying, in effect, "I'm a quality dealer . . . take pride in what I offer."

Know a better way to keep—and build—your share of today's market?

Get more facts on profit possibilities with Andersen Wood Window Units from one of the distributors listed below. Or write Andersen, Bayport, Minnesota.

← Andersen Casement Windows in a North Carolina home. Charles M. Grier, Architect.

Andersen Windowwalls

TRADEMARK OF ANDERSEN CORPORATION

available from complete stocks of these distributors:

ALABAMA

Birmingham Sash & Door Co. Birmingham

FLORIDA

Huttig Sash & Door Co. Jacksonville

GEORGIA

Huttig Sash & Door Co. Atlanta

KANSAS

Rock Island Wholesale Co. Wichita

United Sash & Door Co. Wichita

KENTUCKY

Huttig Sash & Door Co. Louisville

Weyerhaeuser Distributing Yard Louisville

LOUISIANA

Davidson Sash & Door Co.

Alexandria, Lafayette, Lake Charles

New Orleans Sash & Door Co. New Orleans

United Sash & Door Co. Baton Rouge

MARYLAND

Morgan Millwork Co. Baltimore

MISSOURI

American Sash & Door Co. Kansas City

Huttig Sash & Door Co. St. Louis

Lumbermen's Supply Co. St. Joseph

Toombs & Co. Springfield

NORTH CAROLINA

Huttig Sash & Door Co. Charlotte

TENNESSEE

Huttig Sash & Door Co. Knoxville and Nashville

Memphis Sash & Door Co. Memphis

TEXAS

Davidson Sash & Door Co. Austin

Huttig Sash & Door Co. Dallas

VIRGINIA

Huttig Sash & Door Co. Roanoke

Morgan Millwork Co. Arlington



ANDERSEN CORPORATION • BAYPORT • MINNESOTA

(Continued from page 58)

"Women buy at least two-thirds of the paint sold by us, so our radio sales appeals are directed to women in the spring. The men take a more active interest in the exterior paints, however, and we give them a strong selling message in the fall.

"Women are more color sensitive than men. They are particularly interested in the home and the color scheme in each room.

"Radio spots are used principally between 5 p.m. and 7 p.m., to catch the motorists as they are going home from work — and to catch the housewife as she is preparing dinner. The evening newscasts have a high listener rating during these hours — so much so that radio salesmen refer to these listeners as the 'captive audience.'

"We have also tried to use a morning 'spot' promotion to catch women at home as they are preparing lunch, ironing, and performing other household tasks. However, it is hard to test results when you are after a particular market like this, so, except for the fact that several customers have commented on these broadcasts, we have no measure of the effectiveness of these morning spots."

The Cash and Carry Lumber Company places its advertising with three radio stations in Chattanooga. To produce the radio spots, Bennett calls the station representative who picks up prepared spots available through the paint manufacturer. The radio station copywriter usually works his spot around the appeals in the manufacturer's spot, making slight changes to heighten the ad's local appeal.

The station representative then makes a tape recording of the ad, arranges for Bennett or John McCallie, Cash & Carry's new paint manager, to review it, and then sets up the spot schedule. "We try to keep the spots more on the conservative side," Bennett said. "Many radio salesmen want to use the unusual approach to get attention. But, in most cases, this approach is not suitable for our business."

For newspaper advertising, the manufacturer provides a portfolio of ad-proof sheets and newspaper mats. This dealer last year promoted the "custom-mix" paint idea widely with several of DuPont's two-column x eight-inch ads. The dealer has the newspaper to set his name, address, telephone num-

ber, and prices into the prepared ad form.

"Speaking of prices," Bennett pointed out, "we do not believe in drastic mark-downs. We prefer to go straight down the middle on price, for we believe the sale of a reduced item is only a substitution sale which we would have made with a new item if we had not promoted a special.

"This is not to imply that we do not reduce prices in some instances, such as for our recent 25th anniversary sale. It does mean that we do not make it a practice to cut prices regularly in order to attract customers.

"The DuPont company helps a lot in this area of promotion. Annually, they sponsor a brush and paint special or a ladder and paint sale during which the brush or ladder is a bonus item. Another promotion they sponsor is a newspaper coupon ad which grants a cash allowance if the coupon is turned in during the purchase.

"These promotions are usually carried in our local newspapers during March or April, and they extend over a period of three or four months.

The cooperative advertising plan sponsored by DuPont is similar to that offered by many other paint manufacturers. The dealer receives a cooperative advertising contract form from the manufacturer early in the year. On this contract is written a total advertising figure

(usually representing four per cent of the dealer's previous year's paint purchases) and another figure representing 50 per cent of the total advertising, which the manufacturer will pay during the year. This is an advance estimate of the cooperative advertising budget and can be adjusted at the end of the year.

The Cash & Carry Lumber Company files with the manufacturer a monthly invoice and certified statement concerning the advertising used during the month. These reports are filed by the manufacturer until the end of the year. Then, the lumber dealer submits a cumulative report for the entire year, and receives the manufacturer's share in a lump sum.

Since 1951, the Cash & Carry Lumber Company and DuPont have divided the following advertising expenditures annually: 1951, \$757.12; 1952, \$720.64; 1953, \$580.76; 1954, \$542.00; 1955, \$679.00; 1956, \$548.00.

"The cooperative advertising plan can substantially underwrite the advertising a dealer wants to do," Bennett said. "The plan has been worked out to provide the maximum benefit for the dealer and the manufacturer. The dealer who does not use it to its limit is actually passing up dollars which should be put to use.

"The cooperative plan extends to other types of advertising, too. We put up four 10' x 18' road signs some years back and DuPont paid half of this cost. We, of course, provided the materials and labor for erecting them.

"The manufacturer provides printed folders and other inserts for mailing pieces with our name, address, and telephone number printed on them. We supply the envelopes for the mailing and address and stamp the envelopes for distribution.

"In many other ways, the manufacturer provides support. We provide door prizes for church bazaars and other events, and DuPont matches our expenditures right down the line.

"We are now on the threshold of television advertising. Rates have formerly been too high for us as individual dealers to take advantage of it. However, DuPont has now introduced a Cavalcade show in this market. They also have released a plan whereby in the Chattanooga area, dealers can each contribute a share toward paying for a trailer ad to follow the national program."



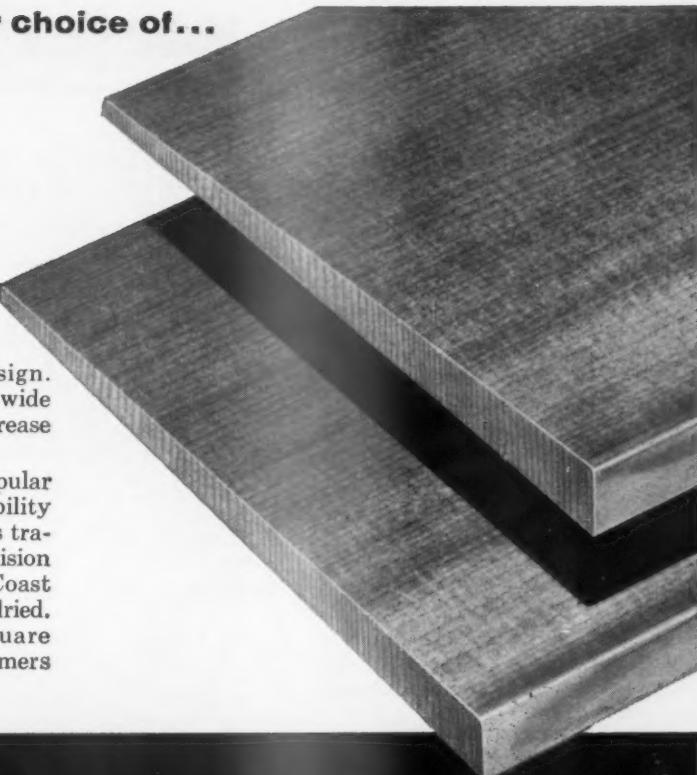
"I guess you just don't have the color I want. But I'll be back again . . . tomorrow!"

Give your customers their choice of...

Beautiful Sidings

● Wood sidings are durable materials which add their own distinctive characteristics to modern home design. Many dealers find that by offering a wide selection of wood sidings they can increase their sales opportunities.

Weyerhaeuser produces a choice of popular patterns which give beauty and durability to exteriors in contemporary as well as traditional styling. Each pattern is precision manufactured from one of the West Coast softwood species, and scientifically kiln-dried. Each bears the Weyerhaeuser 4-Square brand name, which assures your customers of reliability and quality.



Weyerhaeuser **4-SQUARE®**
LUMBER AND BUILDING PRODUCTS



Natural finish Red Cedar siding gives this lovely contemporary home a pleasant informality.



Basically better because...
IT'S KILN-DRIED

- Trademarked Weyerhaeuser 4-Square Lumber is properly seasoned by scientifically controlled methods of drying. The result is lumber which has maximum strength, finishes easily, and holds nails securely. Kiln-drying also promotes dimensional stability.
- Besides being kiln-dried, Weyerhaeuser 4-Square Lumber is precision manufactured, uniformly graded and identified, and carefully handled. All these features contribute to the consistently high quality of Weyerhaeuser 4-Square Lumber, creating customer satisfaction and profitable repeat business for dealers who sell it. The Weyerhaeuser 4-Square trademark is your assurance that you are buying lumber and building products which are basically better.

Weyerhaeuser Sales Company
ST. PAUL 1, MINNESOTA

PRODUCT BRIEFS

PAINT BRUSHES designed especially for fine marine paints and varnishes are offered by the Wooster Brush Co., Dept. SBS, Marine Division, Wooster, Ohio. The Yachtsman Marine paint brushes feature selected pure white unbleached bristles for fine varnish work. Brass-plated ferrules and hard ebony plastic handles resist the damaging effects of salt water and paint solvents.

Write P65 on reply card, page 68.

MASONRY CLEANER. A non-alkaline cleaner for concrete, brick, stucco, stone, cement block, ceramic tile, and vitreous china is offered by the Concrete Chemical Products Corp., 317 Fisher Road, Dept. SBS, Jenkintown, Pa. The new cleaning compound, Crete-Prep, possesses the quality of controlled etching. This product microscopically seals concrete surfaces to lessen dusting and minimize dampness through drawing action.

Write P66 on reply card, page 68.

GROUTING ADDITIVE is said to make any standard grouting compound work faster, spread smoother, and hold tighter with no pop-outs. Tile can be set dry and grouted without sprinkling or wetting. Thinned Groutite Binder Additive is recommended for repairs, drywall, or any setting method. Wilhold Products Co., Dept. SBS, 678 Clover Street, Los Angeles 31, Calif.

Write P67 on reply card, page 68.

CHEMICAL-RESISTANT ENAMEL for use on volume-traffic wood and concrete floors is offered by the Garland Co., Dept. SBS, Cleveland 5, Ohio. Granitite contains a resin base that is reputed to withstand scuffing, pounding, and abrasive action of heaviest foot traffic. It also prevents dusting of concrete floors and dirt accumulation in porous wood floors. It is easily applied by brush, roller, or spray.

Write P68 on reply card, page 68.

REVERSIBLE ASPHALT SHINGLE has been introduced by the Barrett Division of Allied Chemical & Dye Corp., Dept. SBS, 40 Rector Street, New York 6, N. Y. It is a new hip and ridge roofing shingle with different colors or blends on opposite ends. Available in 9" x 12" size, the shingles enable builders to get two colors from one stock style.

Write P69 on reply card, page 68.

VINYL FLOORING in a new low-cost terrazzo style is produced by the Goodyear Tire & Rubber Co., Dept. SBS, 1144 East Market Street, Akron, Ohio. Called "NoScrub," the new vinyl line is produced in 9"x9" tiles of residential gauge. It comes in

12 popular pastel decorator colors — 10 terrazzo and two wood grain patterns.

Write P70 on reply card, page 68.

CRAWL DOORS for easy access to the area between floor and ground of basementless homes are available from the Donley Brothers Co., Dept. SBS, 13968 Miles Avenue, Cleveland 5, Ohio. Two screw-operated catches hold the door securely in place and assure maximum protection against the weather. Heavy-duty flanges simplify installation of Donley Crawl Space doors in either brick or concrete block foundations. Two sizes are available: 30 $\frac{1}{8}$ " x 12 $\frac{1}{2}$ " and 30 $\frac{1}{8}$ " x 16 $\frac{1}{2}$ ".

Write P71 on reply card, page 68.

REVERSIBLE ELECTRIC DRILL has been developed by Portable Electric Tools, Inc., Dept. SBS, 320 West 83rd Street, Chicago 20, Ill. Called the model 520 Shopmate, this $\frac{1}{2}$ " electric drill features full power reverse. This makes drilling easier, faster, and more efficient for heavy-duty tapping in hard-to-reach places, routing of lines, reaming of pipes, and right- and left-handed threading.

Write P72 on reply card, page 68.

ALUMINUM SCREEN WIRE made by the Alabama Wire Co., Inc., Dept. SBS, Florence, Ala., is said to be more rigid and, consequently, to lie flatter than conventional material. This new "heavy-duty" Metal-Mesh aluminum screening is made on a new type of fast-weaving looms.

Write P73 on reply card, page 68.

HACKSAW ATTACHMENT can turn any $\frac{1}{4}$ " electric drill into a hack, jig, or coping saw in a matter of seconds. It is ideal for cutting metal, wood, plastic, cardboard or plaster board. Up to 9/16" is provided for chip clearance and a special cam reduces saw speed to $\frac{1}{2}$ of drill speed. Set screws lock the blade for safety. Aladdin Mfg. Co., Dept. SBS, 128 Wirthman Building, Kansas City, Kan.

Write P74 on reply card, page 68.

FIBER-GLASS PANELS 12' long and 4' wide, are made by the Chemold Co., Dept. SBS, 2000 Colorado Avenue, Santa Monica, Calif. The Chem-O-Glas ribbed panels are press-molded so the end of every sheet is tapered to fit into each overlapping sheet. The panels, said to be flame-resistant and shatterproof, are available in several colors, either flat or ribbed.

Write P75 on reply card, page 68.

SUBMERSIBLE WATER PUMPS are offered by the Duro Co., Dept. SBS, 537 E. Monument Avenue,

Dayton 1, Ohio, that are designed for heavy duty in 4" or larger wells. These "Golden Ace" pumps have pumping capacities up to 1,700 gallons per hour, from maximum pumping depth of 1,000 feet. The entire pump consists of three basic units including the brass pump housing bolted to pump cap assembly; cast bronze impeller - diffuser stack mounted on splined, stainless steel shaft; and a high-torque electric motor sealed in stainless steel case.

Write P76 on reply card, page 68.

STEEL STUDS for plaster partitions are now offered by Donn Products, Inc., Dept. SBS, 672 Bassett Road, Westlake, Ohio. They are constructed in one piece of light-gauge zinc-coated steel. Metal and gypsum lath may be nailed directly to the stud using standard 1" annular nails. Donn D-S studs are available in 2 $\frac{1}{2}$ ", 3 $\frac{1}{4}$ " and 3 $\frac{3}{8}$ " widths, and are cut up to any 6" module. An adjustable sliding extension splice is available to add up to 6" in length to the stud.

Write P77 on reply card, page 68.

AUTOMATIC TIMER for controlled home lighting operates both automatically and manually. It is available from the International Register Co., Dept. SBS, 2624 W. Washington Blvd., Chicago 12, Ill. Called the Intermatic Lamp-Lyter, it features a time dial that revolves once every 24 hours, and a finger-touch control lever that permits manual control when desired. The timer controls circuits up to 1,650 watts, 15 amperes, at 125 volts.

Write P78 on reply card, page 68.

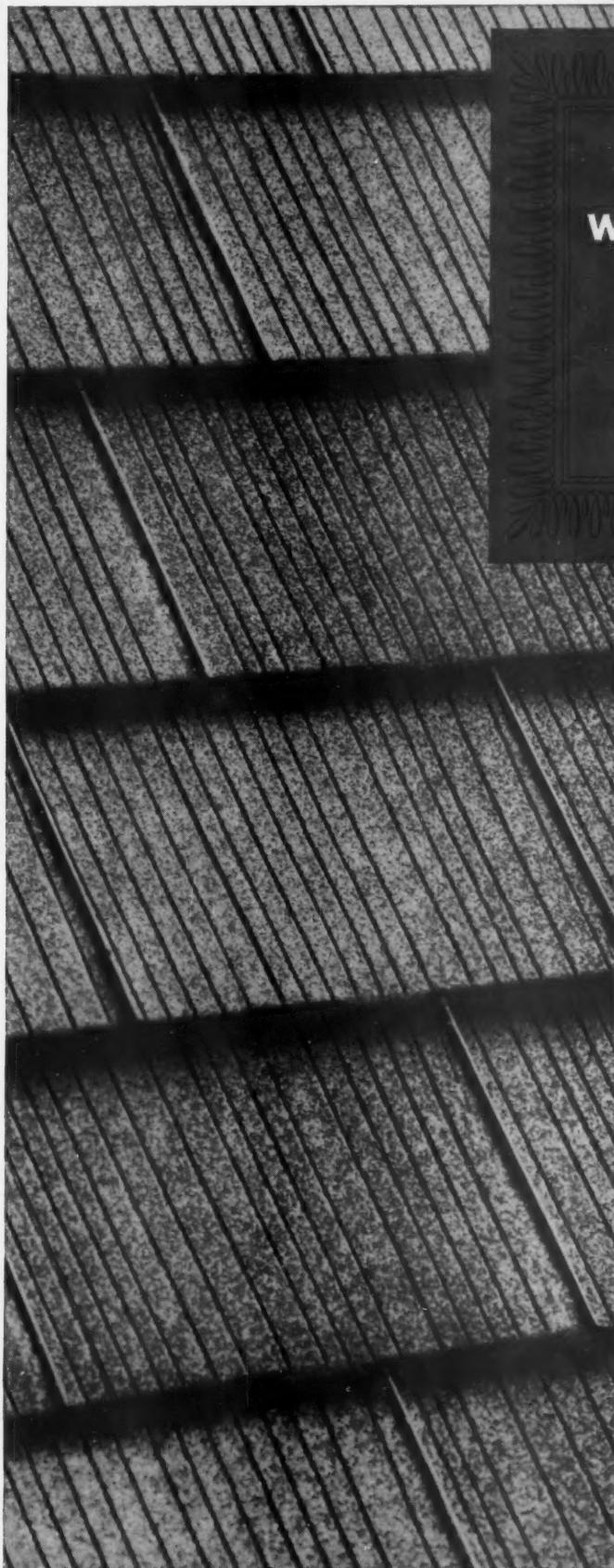
VINYL FLOOR TILE called Duraco are designed for heavy-traffic, rough-wear floor areas and are constructed of asbestos fiber, inert filler and coloring pigment bound together by a 100% vinyl binder. They are made by Azrock Products Division, Uvalde Rock Asphalt Co., Dept. SBS, Box 531, San Antonio, Texas. The line includes 10 different patterns in 9" x 9" squares with a choice of 3/32" standard or $\frac{1}{8}$ " heavy-duty thickness.

Write P79 on reply card, page 68.

FOLDING DOOR HARDWARE is offered by Washington Steel Products, Inc., Dept. SBS, Tacoma 2, Wash., to provide 4-way locking for continuous door alignment, and eliminate door sag by a nylon wheel roller aligned in the overhead track. Installation time is saved by assembling hardware on doors prior to hanging into overhead track. The hardware is designed for 4', 5', and 6' openings. A jamb-mounted lower pivot bracket is available for slab floors.

Write P80 on reply card, page 68.

FOR FULL DETAILS on these products, use handy postage-paid reply card on page 68!



**SALESMAKER:
WIND-SAFE ROOFING**

*Warranted
in Writing!*

Ruberoid's exclusive Wind Warranty is making extra roofing sales for Lok-Tab dealers all across the country. This *written* warranty covers every Lok-Tab asphalt shingle against wind damage—even in hurricanes and tornadoes! Only Lok-Tabs have the patented locking tab that firmly secures every shingle butt *from the moment the roof is applied*. What's more, Lok-Tabs are now available in a wide range of sales-tested Trend Colors. The Lok-Tab is a Ruberoid quality asphalt roof shingle with big exclusive features that mean extra sales and profits. See your Ruberoid representative.

RUBEROID
LOK-TAB
ASPHALT SHINGLES

The **RUBEROID** Co.

ASPHALT AND ASBESTOS
BUILDING MATERIALS

Headquarters Office:
500 Fifth Avenue, New York 36, N. Y.

District Sales Offices:
Baltimore, Maryland — P. O. Box 5166
Dallas, Texas — P. O. Box 5607
Mobile, Alabama — P. O. Box 1367
Savannah, Georgia — P. O. Box 1183

ONLY DARYL'S EXCLUSIVE PROFIT ENGINEERING GIVES

1. SUCH EASY, LOW-COST INSTALLATION

Saves precious time . . . Saves money.

2. ELIMINATION OF PROFIT-CONSUMING CALL-BACK

Once installed, Daryl products are right! No time nor money is squandered going back to adjust or repair.



AND—ALL DARYL PRODUCTS ARE GUARANTEED

Daryl's lifetime guarantee is on every piece leaving the factory.

Patio Magic

TRADE MARK

AMERICA'S FINEST ALUMINUM SLIDING GLASS DOORS



- Beautiful Anodized Finish, Corrosion Resistant, Heat Treated for Superior Strength
- Schlegel West Pile Weather-Stripping (for Every Weather Condition)
- Full Width Jamb
- Concealed, Adjustable Spring Lock
- Gold Handles (The Decorator's Touch)
- Nylon Ball Bearing Wheels for Silent Finger-Tip Free Operation

- Choice of Exterior (Sloped Sill) or Interior type tracks
- Pocket type jobs
- Double Glazed units for extreme climates



SHOWER MAGIC

PATIO MAGIC

SHOWERAMA

DELIVERED

OR KD
Without Glass

WRITE WIRE
OR PHONE
For Free
Sales Packet!

**COMPLETELY
ASSEMBLED**

7/32" Glass Included,
Ready for Installation

Extrusions Wrapped and Packaged
to Prevent Damage

Shower Magic

TRADE MARK

AMERICA'S FINEST BATH ENCLOSURES

- Heavy Header—Overhead Roller
- Integral Fin
- Deeper Jamb
- 8 By-Pass Handles
- Rubber Bumper
- Lift-Out Doors
- High Impact Styrene Bottom Slide
- Open Track Bottom for Easy Cleaning

Complete Line of Styles designed to fit practically any bathroom. Sand-etched designs; vertical and horizontal grilles; gleaming, polished and anodized aluminum finish; heat treated for superior strength.

DARYL'S PROFIT ENGINEERED AND FACTORY GUARANTEED PRODUCTS ARE SOLD AT MOST COMPETITIVE PRICES!

Showerama

BATH ENCLOSURES



- Removable Panels
- High Impact Nylon Bottom Guides
- Open Track Bottom for Easy Cleaning
- Vinyl Water-tight Gaskets
- Adjustable Nylon Roller
- Extra Wide Fluted Frame for Greater Beauty
- Special, Easy-to-Clean Semi-Obscure Glass with Sand-Etched Designs
- By-Pass Handles Inside and Out
- Beautiful, Fluted Towel Bar
- Extra Heavy, Overhead Suspended Extrusions
- Deeper and Stronger Wall Jams
- Finest Gleaming, Polished Extrusions, Heat Treated for Superior Strength

DARYL PRODUCTS CORP.

7240 N. E. 4th Ave., Miami, Florida

Phone: Plaza 4-2651

HELPFUL Booklets FREE

201-A. ADVERTISING PENS AND PENCILS. The complete Script line of writing instruments for advertising and good-will gifts is illustrated in "Sensational Business Booklets." This 23-page catalog gives complete specifications and prices. Adgit Co., Division of Scripto, Inc., Dept. SBS, P. O. Box 4847, Atlanta 2, Ga.

202-A. ALUMINUM WINDOWS. The Apco lines of windows are covered in three new brochures. AIA file No. 16-E catalogs "Apco Aluminum Windows — Residential, Commercial, Window Wall, Industrial." Apco aluminum horizontal sliding windows and steel "P" double-hung windows are introduced in separate brochures. Apco-Rubin Division, Tucson Corp., Dept. SBS, 1901 Franklin Street, Houston 2, Tex.

203-A. PLASTER REINFORCEMENT. A 20-page booklet reports the findings of the Research Foundation of the University of Toledo on "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Wall and Wall Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

204-A. ASBESTOS SIDING. Four-color folder describes advantages of Raborcoid autoclaved asbestos siding. Its fire resistance is stressed and four color choices are shown. Similar folder covers Raborcoid Lok-Tabs, wind-resisting asphalt shingles. Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

205-A. FACT FILING FOLDERS. The Reynolds Aluminum Supply Company offers detailed set of 12 Fact Folders for setting up a handy reference library on such products as aluminum roofing and siding, asphalt roofing and accessories, farm gates, insulation, nails, etc. New literature sent to dealers using folders. Reynolds Aluminum Supply Company, Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

206-A. CEDAR-SHAKE PACKAGE. Literature describes a handy consumer package of Shaker Town Cedar Shake machine-cut "Shakes and Fifty Corners." It shows how corners make a tight fit on outside walls. Shaker Town Corporation, Dept. SBS, 28310 Kinsman Road, Cleveland 22, Ohio.

207-A. ALUMINUM PRODUCTS. Weather-Proof aluminum products are described in four folders: adjustable window awnings; combination storm-screws doors with self-storage compartment; triple-track combination double-hung windows; combination storm-screws doors. Weather-Proof Co., Dept. SBS, P. O. Box 45, Litchfield, Ill.

208-A. WESTERN PINE — SOURCES AND USES. WPA's 1958 membership directory lists 440 member mills by states and by species and products available. Six full-color folders show Western Pine finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Year Building, Portland 4, Oregon.

209-A. PLASTIC-FINISHED PANELS. Full-color catalog covers complete line of Marlite plastic-stained panels and ceiling panels of hardboard. It shows full variety of colors and patterns: Hi-Gloss, Marble Panel, Woodpanel, plank, block, and Korelock. Marlk Wall Products, Inc., Dept. SBS, Dover, Ohio.

210-A. ROTARY VENTILATOR. New aluminum ventilator of rotary turbine type is shown and detailed in AIA file folder. Also covered are Leslie stationary and revolving head gravity types and Leslie roof, wall, and floor louvers. Leslie Ventilator Co., Inc., Dept. SBS, 2845 West Carroll Avenue, Chicago 12, Ill.

211-A. BARBECUE GRILL. AIA file leaflet describes and shows two models of new Majestic Char-Grill for indoor installation. Six popular uses and grill accessories are shown. Separate sheets detail installation in masonry and in wood cabinets. Majestic Co., Dept. SBS, Huntington, Indiana.

212-A. WOOD WALLWALL WALLS. Catalog No. 581 and dealer merchandising kit cover in detail use of complete line of Anderson wood window units for residences, institutional buildings, and light commercial structures. Brands and types of windows include Flexivents, Beanty-Line, basement, gliding, casement, and double-hung Pressure Seal units. Andersen Corp., Dept. SBS, Bayport, Minnesota.

213-A. WROUGHT IRON RAILINGS AND COLUMNS. New catalog page shows four column designs available with Vera wrought iron railing for Do-It-Yourself trade. Page explains ease of becoming wrought iron dealer. Vera Products Co., Dept. SBS, Lodi 4, Ohio.

214-A. REDWOOD QUALITIES AND USES. "The Architect's Redwood File" offers complete information on properties, application, finishes, and grades and uses of California redwood for residential, farm, and industrial construction and improvement. CCA Standard Specifications handbook also available. California Redwood Assn., Dept. SBS, 576 Sacramento Street, San Francisco 11, Calif.

215-A. RUST-RESISTANT NAILS. Pocket-size handbook gives specifications for rust-resistant Stormguard nails, furnished in sizes 16, 18, 20, 22, 24, 26, 28 gauges and sizes with chart of size. W. H. Maxe Co., Dept. SBS, 400 Church Boulevard, Fort, Ill.

216-B. INCINERATORS. Donley incinerators for homes, apartments, and other buildings are shown in four catalogues. Complete technical data are given for wood-fed, door-fed garden, and precalculated steel models. Donley Brothers Co., Dept. SBS, 13965 Miles Avenue, Cleveland 5, Ohio.

217-B. TENSION SCREENS. New dealer sales manual outlines 23 reasons for using Tension-tite minimum screens and shows photographs of a dealer

On this and subsequent pages of SOUTHERN BUILDING SUPPLIES, you are offered an excellent selection of literature on new Building Materials and products. For free copies, just fill in and return the handy postage-paid reply card below to S-B-S.

making a sale, with his explanation to the customer. Radiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

218-B. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet that explains how to protect lumber with paper for shipping, storage, and sales. American Smalcraft Corp., Dept. SBS, Attleboro, Mass.

219-B. WALLBOARDS. Colorful literature presents Plasterer's complete line of laminated fiber wallboards, Lockaire Paintcote interior, and Asphaltic asbestos insulating boards. Free sample. Plasterer Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

220-B. PANTRY WINDOW UNIT. The Zuber Beau-Vie Kitchen window unit is described in a two-color folder. It shows how this well-constructed paneled pine unit can be used singly, in groups, ribbons, and stacks. The folder also covers Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 364, Atlanta 1, Ga.

221-B. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Linn Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

222-B. MASONRY WALL REINFORCEMENT. Bulletin gives specifications and shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked courses; masonry wall, metal wall with plaster. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

223-B. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. It includes ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

224-B. BUILDING PRODUCTS. The new 68-page Nova handbook presents the full line of Nova building products and also essential data on their uses. Includes valousious sidewall shingles, plastic doors and room dividers, and masonry products. Nova Sales Co., Dept. SBS, Trenton 3, N. J.

225-B. PLASTIC WATER PUTTY. Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "Indispensable." Donald Durham Co., Dept. SBS, Box 584-8, Des Moines, Iowa.

226-B. WOOD WINDOWS. "For Happier Living"

Use This Handy Card NO POSTAGE REQUIRED

Write in the code numbers of the HELPFUL BOOKLETS of which you want FREE copies — and also the code numbers of the NEW PRODUCTS on which you want more information. Fill in your name, position, firm, and address. Tear out and mail today!

For more
information



BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

SOUTHERN BUILDING SUPPLIES
806 PEACHTREE STREET, N. E.
ATLANTA 8, GA.



More HELPFUL BOOKLETS Free!

is a 32-page, full-color booklet that shows in photos and full-color pictures how to use Curtis Silentite and Style-Tread wood windows in both new homes and remodeling jobs. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

101-C. FLYWOOD PRODUCTS. The Wildwood catalog (AIA File No. 13-F) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Wildwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 46th Street, N. Y. 34, N. Y.

102-C. FIRE ROOF COATING. "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

103-C. WESTERN LUMBER SOURCES. A 44-page booklet, "Where to Buy," lists member mills, their fabrication and finishing facilities, and lumber products. A 16-page booklet, "West Coast Terms No. 5," explains conditions of sale and shipping weights for Douglas fir, West Coast hemlock, Sitka spruce, and Western red cedar. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland, Ore.

104-C. WINDOW SASH BALANCES. The new one-page Spiraflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual part head and assures sash installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

105-C. ALUMINUM DOORS AND WINDOWS. Specifications, detail drawings, and sizes are given for aluminum windows and sliding glass doors in the four-page folder on "Britt Sliding Glass Doors" and "Alenco Jr. Single Hung Aluminum Windows." Albritton Engineering Corp., Dept. SBS, 2501 Wrenson Road, Houston 5, Tex.

106-C. WOOD SHUTTERS AND DOORS. The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finial shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Tex.

107-C. ASPHALT ROOFING, SIDING. Flintkote shingles and asbestos cement shingles are shown in full color in a catalog for dealers and customers. Complete data are given on strip shingles, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 30 Meeker Place, New York 28, N. Y.

4-D. ASBESTOS-CEMENT PRODUCTS. Several brochures and folders—several in full color—show Century No. 5 roofing shingles; Apac all-purpose board; Linabestos and Sheetflexios wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Koenay and Matteson Co., Dept. SBS, Amherst, Pa.

43-D. FARM BOOK. Sixteen-page book shows uses of Celotex products in service buildings and homes. It includes detail drawings of application. For distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

101-D. WEATHERSTRIP SASH BALANCE. "Today Quality Sells the Home Owner" is an eight-page folder about the use of Zegers' screw weatherstrip weatherstrip and sash balance in double-hung wood windows. A 12-page booklet presents advantages to homebuyers. Zegers, Inc., Dept. SBS, 800 South Chicago Avenue, Chicago 17, Ill.

102-D. ALUMINUM SLIDING GLASS DOORS. "The Decorator's Touch" is a four-page folder which gives specifications and installation drawings for "Tropicana" aluminum sliding glass doors.

Daryl Products Corp., Dept. SBS, 7240 N. E. 4th Avenue, Miami, Fla.

104-D. INSULATING ROOF DECK. A 20-page brochure, "New Dimensions in Ceiling Design," provides basic sizes, construction detail and application tips. Insulite Division of Minnesota and Ontario Paper Co., Dept. SBS, 500 Baker Building, Minneapolis 2, Minn.

105-D. FARM STEEL PRODUCTS. "Farmers and Ranchers Handbook" in 76 pages supplies data on specifications and plans for the use of steel materials for fencing and roofing on farms. Handbook also includes meat-cut charts, household hints, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairland, Ala.

106-D. WOOD AND METAL SCREWS. Southern Screws Co., Dept. SBS, Statesville, N. C., offers a useful folder of "Instructions for Selecting, and Using Wood Screws and Sheet Metal Screws."

106-D. STEEL FRAME BUILDINGS. Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixieplex rigid-frame buildings. Also gives prices of all types of trusses or bowstring truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

101-E. METAL WEATHERSTRIPS. Southern Metal Weatherstrips and weatherstripping are illustrated and described in catalog No. 574. This four-page brochure covers available sizes and contains price and order information. Southern Metal Products Corp., Dept. SBS, 311 Raynor Street, Memphis 16, Tenn.

102-E. PRESSURE-TREATED LUMBER. "Safeguard Building Dollars With Weimanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

104-E. TRANSLUCENT PANELS. The advantages, uses, and properties of shatterproof Corruplex translucent structures are described in a two-color booklet. A color and square footage chart, with other specifications and recommendations, is included. Corruplex, LOF Glass Fibers, Dept. SBS, P. O. Box 20224, Houston 25, Texas.

105-E. ALUMINUM JALOUSIES. Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frames, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1950 Albert Street, Youngstown 1, Ohio.

101-F. ALUMINUM WINDOW SCREENS. 16-page component parts catalog illustrates to scale all formed shapes and parts for window screen fabricators. Also illustrated literature on screen doors. Uni-Temp Products, Inc., Dept. SBS, 1810 West Kansas, Mifflinwood, Kan.

101-G. ALUMINUM SCREEN. Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog gives line and advantages of the aluminum frame unit. Dodge Wire Corporation, Dept. SBS, 249 Spring Street, S. W., Atlanta, Ga.

101-H. HARDWOOD FLOORING. "The Hardwood Flooring Handbook" for retail lumber dealers, manufacturers, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 336 Glenwood Avenue, S. E., Atlanta, Ga.

101-I. ALUMINUM NAILS. Brochure shows and describes the complete line of Phifer aluminum nails for all building purposes. It explains tempering and etching of aluminum alloy nails. Price

list gives dealer costs of "job size" boxes and 50-lb. cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

104-H. ALUMINUM WINDOWS. Five color brochures describe and illustrate the two series of horizontal sliding, residential and commercial awning, casement, and double-hung windows. All brochures give specifications, sizes, and installation details. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

102-I. WOOD GARAGE DOORS. Two color brochures describe and illustrate the wide range of sizes, styles, and mechanical adaptations in Raynor garage doors. Another brochure shows color photographs of carved pane garage doors in use. Raynor Mfg. Co., Dept. SBS, Dixon, Ill.

101-J. WOOD SIDING FINISHES. Three articles by John Reno are available in reprint form. They include "Natural Finishes for House Sidings," "How to Remove Stains from House Sidings," and "Prevent Paint Blisters and Stains on House Sidings." Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

102-J. METAL BUILDING PRODUCTS. Catalog 57 gives specifications and shows and describes use of Vesta fireproof insulation, gypsum, drywall, steel-liner, bridging, wall ties, corner boxes, fasteners, access doors, and other products for business and industry. Vesta Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

103-J. FIBER-GLASS PANELS. New AIA folder gives complete technical data, specifications, and installation pictures of Lascolite fiber-glass panels. These include seven different Lascolite shapes and 12 different panel colors. Lynch Asbestos Co., Dept. 43 B, 2325 South Sunol Drive, Los Angeles 32, Calif.

104-J. SCREEN PRODUCTS. Complete line of Lexoren products is detailed in two-color catalog. Included are tension screens; Lexoframe all-aluminum screen, Lexoframe plastic screen accessories, aluminum and stainless steel moldings, and extrusions. Lexoren Co., Inc., Dept. SBS, P. O. Box 5123, Columbia, S. C.

105-J. CARPORT. Folder shows sizes and uses of all-purpose SeaView shelter, from attached carport to free-standing patio. Built of aluminum with steel supports. Other literature on Flair window awnings and patio cover. SeaView Industries, Dept. SBS, 4630 N. W. 20th Street, Miami, Fla.

106-J. VITRIFIED CLAY PRODUCTS. Dickey's wall coping, floor lining, drain tile, Perma-line pipe and fittings are described and illustrated in free brochure. Sewage system installations are suggested. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2612, Kansas City 42, Mo.

1-K. METAL LATH, ACCESSORIES. Colorful catalog brochure shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., SBS, P. O. Box 592, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

2-K. WINDOW, DOOR PRODUCTS. Catalog gives aluminum screens and jalousies. Casement screens, uppers and lowers, storm doors, and sill screens and combination storm door hardware and tools are described in the "Versatile Voice" catalog. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

101-L. CONCRETE PLANTS. Brochure describes and illustrates exact procedure for planning concrete plants for lumber yards. Complete specifications are given for nine types of concrete plants. Information on cement storage and aggregate handling is included. The C. S. Johnson Co., Dept. SBS, P. O. Box 71, Champaign, Ill.

103-L. STEEL FRAME BUILDINGS. Booklet with diagrams and color illustrations shows SteelSpan buildings for farms, warehouses, hangars, and industrial uses. Large pre-fab buildings save time on erection. Available in widths from 20 ft. to 60 ft. with choice of sidewalls. Cuckler Mfg. Co., Dept. SBS, Menticello, Iowa.

104-L. IRON RAILING AND COLUMNS. A two-color brochure illustrates complete line of ornamental iron for residential uses. Specifications for columns and railing are given in detail. Construction designs are included. Logan Co., Dept. SBS, 201 Cabell Street, Louisville 6, Ky.

105-L. MODERN WOOD PANELING. Colorful literature describes Long-Bell's Flakewall paneling for contemporary interiors, and mahogany finish Ven-O-Wood for economical use in homes, offices, and stores. Specifications are included. International Paper Co., Long-Bell Division, Dept. SBS, 252 Grand Avenue, Kansas City 6, Mo.

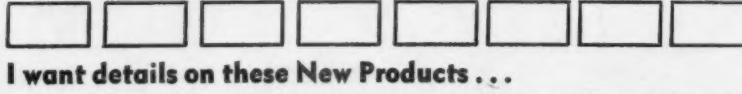
106-B. WOOD DOORS AND WINDOWS. A folder and catalog sheet present Elmo Styldors that persons originally installed. A folder and brochure show Rimov-Vent operating and Rimov-View fixed-light window units in different combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

106-B. FIR PLYWOOD FACTS. Available to dealers and their employees for which home addresses are sent to Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash., is a 48-page, pocket-size fir plywood guide. It includes basic grade-use data, advantages, and much "know-how."

Also use this handy postage-paid reply card for requesting information on items featured in PRODUCT PARADE, PRODUCT BRIEFS and S-B-S ADS.

FILL IN DATE OF ISSUE 19

Send me these FREE Catalogs and Bulletins . . .



Send me information on these Advertisements . . .

(List page No., also company name if more than one ad on page.)

My Name

My Position

Company Name

Street

City

Zone State

**More, MORE FREE, Free
HELPFUL BOOKLETS!**

(use reply card on page 68)

261-C. WOOD PANELING. Full-color brochures and a folder illustrate plywood, Sapelewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

262-C. SLIDING-DOOR HARDWARE. Two folders describe and illustrate the Har-Vey Handi-Frame pocket door frame and the Har-Vey "T" Line Slide-A-Fold hardware. Folders include installation instructions. American Screen Products Co., Dept. SBS, 61 East North Avenue, Northlake, Ill.

263-C. STOCK MILLWORK. The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-Welch double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

264-C. ALUMINUM WINDOWS. Century pamphlet gives complete specifications and shows installation details of single-hung, double-hung, picture, Wall-Mate, horizontal rolling, and horizontal sliding aluminum windows. Century Aluminum Corp., Dept. SBS, Scottsburg, Ind.

265-C. KILN-DRIED LUMBER. Weyerhaeuser folder explains the advantages of their 4-square kiln-dried lumber in basic wood construction. Weyerhaeuser Sales Co., Dept. SBS, First National Bank Building, Saint Paul 1, Minn.

266-C. ALUMINUM SCREENS. Catalog sheets and price lists on the full line of aluminum screens are available from Homecraft Corp., Dept. SBS, Lithonia, Ga.

267-C. TRUSS LOCK PLATES. Illustrated folder details the layout, operation, and advantages of Tempin truss lock plates and trusses. Tempin Associates, Inc., Dept. SBS, Building 6, Airbase, Vero Beach, Fla.

268-C. ALUMINUM DOORS AND WINDOWS. A catalog covers three lines of Nudor aluminum sliding glass doors and a folder on their horizontal sliding window. The catalog includes detail drawings, specifications, and installation instructions. Nudor Manufacturing Corp., Dept. SBS, 7326 Fulton Avenue, North Hollywood, Calif.

**Metal Ventilator Makers
Map Big Promotion Push**

N. J. Badten was elected president of the Metal Ventilator Institute at its annual meeting recently in Chicago, Ill., where approval was given for an intensive public relations and education program.

Badten of the Inland Steel Products Co., Milwaukee, succeeds Carter H. Leslie of the Leslie Welding Co., Chicago, as MVI president. Lester L. Smith of the Home Comfort Manufacturing Co., Peoria, Ill., was elected vice-president. D. R. Belden of the Louver Manufacturing Co., Minneapolis, is secretary-treasurer.

The National Gypsum Co. was approved at this meeting for associate membership in the Metal Ventilator Institute.

The public relations and education program, Badten said, "will bring home to the general public, particularly home-owners and builders, the tremendous importance of proper ventilation for comfort and preservation of property by prevention of harmful condensation." He said home-owners will be urged to seek professional advice from builders and building material dealers on ventilators.

Majestic "built-ins" boost barbecue sales!

Majestic CHAR-GRILL and VENT-HOOD

*for wood or metal cabinets,
or masonry base, in kitchen
or recreation room*



*All designed
with the mason
in mind!*

Majestic FIREPLACE UNITS

*for outdoor cook nooks,
indoor barbecues
and popular ranch kitchens*



Cast iron doors and door frames, heavy angle-iron steel frames, adjustable grates for wood or charcoal, draft regulators in all doors and special top grilles of tapered and notched design for most effective cooking. Four different models, all for outdoor or indoor installation. Motorized spit, smoke hood and other convenient accessories available. Stock and display a full line for greater barbecue profits!



FOUR MODELS

Write for details!

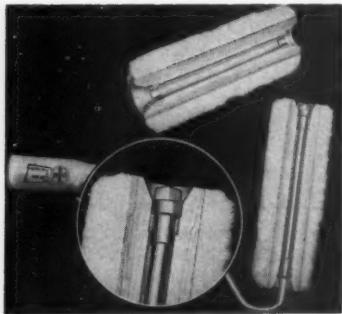
The Majestic Co., Inc.

414-C Erie Street, Huntington, Indiana

PRODUCT PARADE

IMPROVED PAINT ROLLER

Arsco Corp., Dept. SBS, 1062 East 28th Street, Hialeah, Fla., has developed paint rollers that are said to avoid paint discoloration.



Arsco has added five specially molded nylon parts to its new N. T. N. roller, thus isolating the paint roller from contact with metal parts. Extensive laboratory research is said to have proved that contact between a rotating roller and any type of metal has been the primary cause of paint discoloration.

The use of the new long-wearing nylon parts will greatly increase the life of the Arasco paint rollers.

Write P81 on reply card, page 68.

IMPROVED LATEX PAINT

A new, improved Spred Satin — 100% latex paint — is offered to paint dealers by the Glidden Co., Dept. SBS, Cleveland 2, Ohio.

Spred Satin has been reformulated to provide a "decorator-soft" finish to complement today's softer pastel colors. It is said to also provide faster curing combined with maximum durability, for improved resistance to water, dirt, grime and abrasions from any source.

Glidden claims that the new paint possesses unusual film properties for a wide variety of interior uses, due to a modification of its butadiene styrene latex formula. Tests showed a reduction of sheen by 33 per cent without any reduction in washability.

Write P82 on reply card, page 68.

THREE NEW PAINTS

The Plexitone Corp. of America, Dept. SBS, Newark, N. J., offers three new paints — Ecolac white primer, metallic gold Plexitone, and Duracril.

Ecolac is a shellac-base primer

developed for use as a base coat or sealer to seal or stop bleeding of common stains on wood, plasterboard, wallboard, metals, and lacquered or varnished surfaces. It is recommended for covering inks, rust streaks, asphalt paints, or objectionable colors.

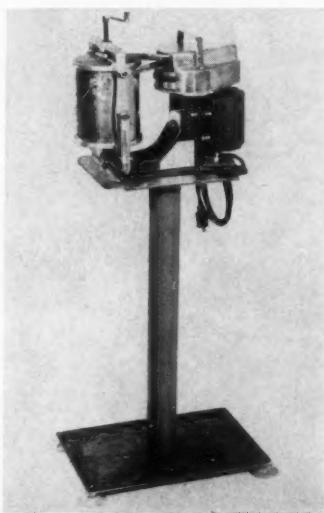
Metallic gold Plexitone, when mixed with color-flecked or solid colors, is said not to produce crocking nor to tarnish or rub off. Available in giant-sized flecks in both quart and gallon jars, it may be used with all grades of Plexitone multi-colors or solid-colored paints.

Duracril is a new clear topcoat made of an acrylic resin-base material. It is designed to produce a glazed effect over all grades of Plexitone multi-colored paints. Properly applied, it dries to a high gloss and resists marring and abrasion.

Write P83 on reply card, page 68.

PAINT MIXING STAND

A new 36" counter-high paint mixing machine stand is now being produced by S. B. Beugler Co., Dept. SBS, 3667 Tracy Street, Los Angeles 19, Calif. It can be assembled in 15 minutes.



The stand consists of a chrome-plated top plate with tube and lower plate of baked enamel finish. Suction cups attached to the bottom plate securely hold the assembly to the floor. They are said to absorb vibration and to eliminate the shaking of floors.

The Beugler mixer has triple action for fast mixing. Self-leveling

end plates are pressure to avoid crushing the sides of a can when it is held tight.

The mixer is equipped with a 1/4-HP motor, single phase, 60 cycle, and 115 volt.

Write P84 on reply card, page 68.

1958 PAINT COLORS



Matching colors are offered for the first time in Seidlitz enamels and latex paints by the Seidlitz Paint and Varnish Co., Dept. SBS, 18th at Garfield, Kansas City, Mo.

The complete new range of 1958 Seidlitz colors is said to conform to current and future color trends in home decoration.

All color cards, displays, and color books have been re-designed to provide dealers in Seidlitz paints with what is claimed to be the "most effective color selling package on the market."

Write P85 on reply card, page 68.

MASONRY WATERPROOFERS

Sika Chemical Corp., Dept. SBS, 35 Gregory Avenue, Passaic, N. J., offers three improved masonry waterproofing products through its new Building Products Sales Division.

Sika-Kote, a cement powder mixed with water, protects interior and exterior masonry walls above and below grade against water penetration and decorates with a single brush stroke. Available in 12 colors and white, it is packaged in 1 and 4 gal. containers for home use. 50-lb. sacks are offered for commercial use.

Sika-Pel is a transparent water-repellent impregnation for all masonry surfaces. It is said to shed rain water and to reduce efflorescence with discoloration. It may be applied with either brush or coarse nozzle spray. It is available in 1, 5, and 55 gallon containers.

Sika-Plug is a quick-setting sealer that stops pressure leaks through masonry surfaces. After this masonry additive is combined with water, rolled into a plug, and inserted into

NOW DEXLOCK IN TU-TONE COMBINATIONS

AND NEW INSERT-TOP, TULIP KNOBS

Now Dexlock key-in-knob sets offer a new peak of entrance elegance in an economy lock. They're now available with such tu-tone finishes as Brass and Black or Bronze and Chrome in standard 2 3/8" or 5" backset. Available with Dexter designed escutcheons for entrance doors as well as all functions for interior doors. Plus, such Dexlock features as economy price, factory assembled tie screws, easy cylinder removal, self-aligning latch and solid brass pin tumbler cylinder—no die cast or powdered metal parts. No lock installs faster than a DEXTER.



Portrait escutcheon,
diamond mounting,
In Brass and Black

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan



In Canada:
Dexter Lock Canada Ltd.,
Galt, Ontario.
In Mexico:
Dexter Locks, Plata Elegante,
S. A. de C. V. Monterrey.
Dexter Locks are
also manufactured in
Sydney, Australia; Milan, Italy
and Porto, Portugal.

an opening, the chemical action hardens the plug into rock-like consistency. It is said to instantly seal pressure leaks.

Write P86 on reply card, page 68.

HAMMER-DRIVE ANCHORS

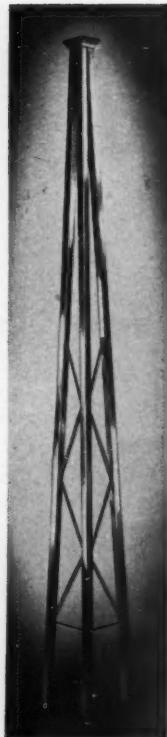
The Diamond Expansion Bolt Co., Inc., Dept. SBS, Garwood, N. J., has developed an improved, easier-to-drive anchor for use in all types of masonry construction.

The anchor is designed for use in holes that are slightly over or under size in diameter. Outwardly, the Diamond anchor consists of an aluminum shield and a galvanized nail. Along its inner surface, the shield has four longitudinal "rifle-barrel" lands (ribs) and grooves (valleys).

The lands or ribs reduce the shield's inside diameter and allow for increased outward expansion that helps hold the shield securely in over-size holes. The longitudinal lands flatten out into the grooves when the anchor is inserted in an under-size hole and the nail is driven in. The shield is easier to drive home because the nail contacts the shield only at four points (along the ribs).

Write P87 on reply card, page 68.

ALUMINUM COLUMN



The Yeck Manufacturing Corp., Dept. SBS, Dundee, Mich., offers an aluminum column of contemporary design for awnings, carports, patios, porches, and room dividers.

These Trylon columns are produced from 1"-square aluminum tubing. They taper from 8" at the top to 2" at the bottom and come in 7' and 8' lengths.

With either mill finish or black or white baked enamel finish, the columns are said to be completely weather-resistant. They are shipped completely assembled — with bottom brackets secured in position for fast installation.

Write P88 on reply card, page 68.

STEEL SANDPAPER

Red Devil Tools, Box 355, Dept. SBS, Union, N. J., offers a new type of permanent sandpaper. It is made entirely from steel.

Dragon-Skin is reputed to cut at least five times faster than ordinary sandpapers, to last indefinitely, not to clog even on soft wood, and to leave a finish as smooth as that obtained with medium grain sandpaper.

Dragon-Skin can be used with all types of wood, plastics, rubber, and metals such as aluminum. It handles like any conventional sandpaper but it works with the same action as a wood scraper. It can be used on wood sanding blocks, wrapped around dowels, held flat in the hand or on sandpaper holders.

Write P89 on reply card, page 68.

ALUMINUM RAILS

Superior Rancho Rails, anodized aluminum railings and banisters, are now offered by Youngstown



Manufacturing, Inc., Dept. SBS, 66-76 Prospect Street, Youngstown 6, Ohio.

Top and bottom rails are shipped in lengths to be cut on the job to fit the installation. All other parts including pickets, scrolls, post caps, etc., can be assembled without cutting or fitting. A variety of designs is made possible by interchangeable parts.

The Superior double anodizing treatment is said to give the extruded aluminum a long-lasting finish.

Write P90 on reply card, page 68.

ORNAMENTAL RAILING

Pre-assembled, pre-packaged sections of ornamental aluminum railing and columns are offered by the National Aluminum Railing Products Co., Dept. SBS, 703 Pressley Street, Pittsburgh 12, Pa.

Low in cost, the aluminum railing affords beauty and maintenance-free durability for home-owners, together with ease of installation.

NAPCO aluminum railing, fabricated of rugged extruded aluminum, is available in either mill finish or an anodized satin finish.

Write P91 on reply card, page 68.



WEATHERPROOF BUILDING

The Homasote Co., Dept. SBS, Trenton 3, N. J., has recently developed a complete building that can be erected at a cost of approximately 50c per square foot of floor area. Called the Domasote, it has a multitude of uses: warehouses, poultry houses, lumber storage, farm buildings, roadside stands, boathouses, machinery sheds, etc.

Homasote insulating building boards — about 8' x 8' in size — are nailed to the frame. The curved shapes of the frame and Homasote boards give exceptional structural strength to the building, although the materials are lightweight.

A typical Domasote is 14 $\frac{3}{4}$ " high, 55 $\frac{3}{4}$ " in diameter. It has 34,448 cu. ft. of capacity and 2,397 sq. ft. of floor space. A 4' masonry wall adds 9,113 cu. ft. of capacity.

Write P92 on reply card, page 68.

STOCK ORNAMENTAL IRON

The Witten Metal Products Co., Dept. SBS, 310 E. Long Street, Gastonia, N. C., offers a new line of ornamental iron columns and railings. All designs are available in flat or corner columns with brackets to match.

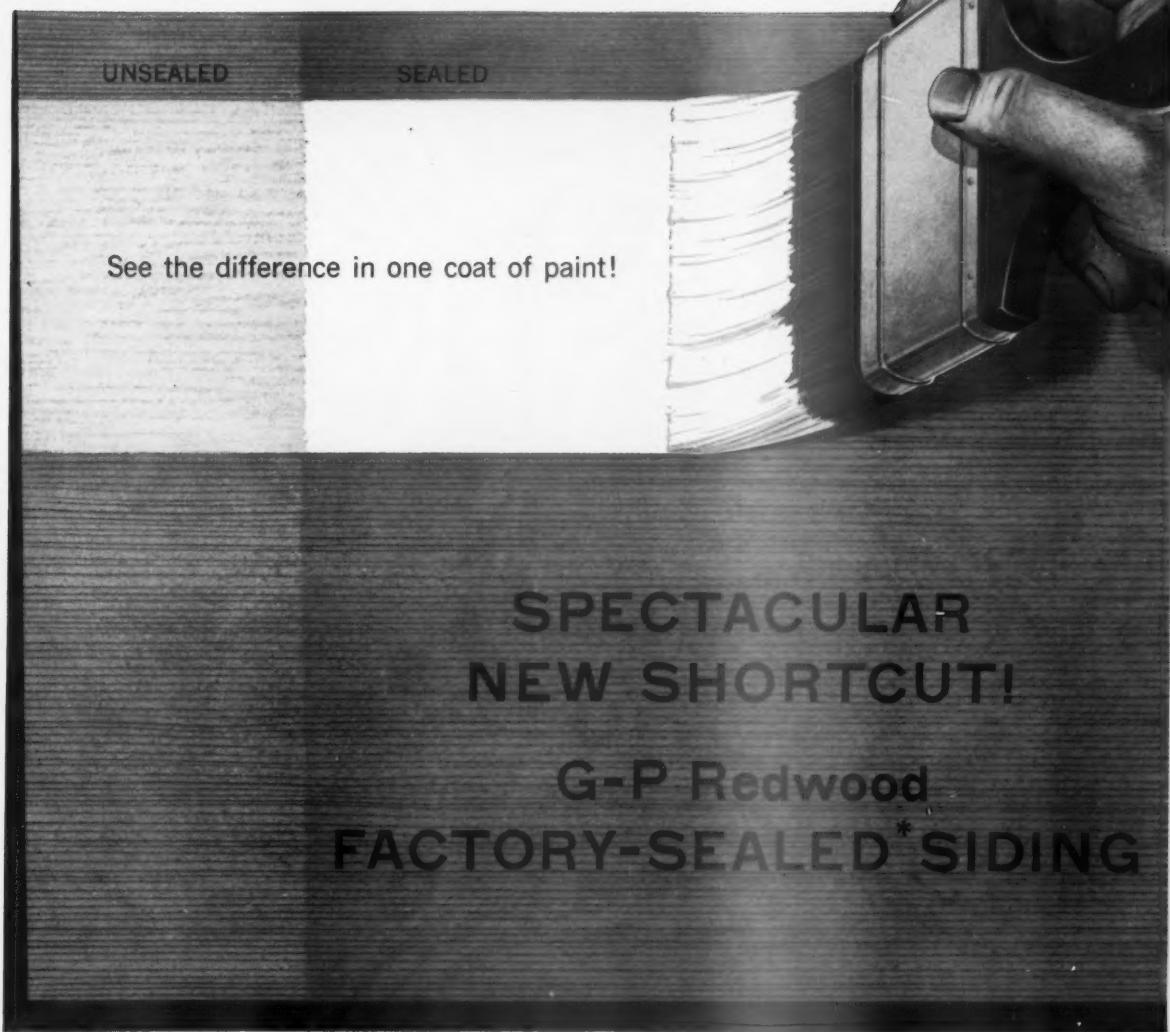
Columns are framed in 1" square tubing and adjustable from 7 $\frac{1}{2}$ " to 8". All material is prime-coated.

Write P93 on reply card, page 68.



IMPREGNATED FLOORING

The Miller Brothers Co., Dept. SBS, Johnson City, Tenn., has developed (Continued on page 76)



SPECTACULAR NEW SHORTCUT! G-P Redwood FACTORY-SEALED* SIDING

*Patent applied for

Saves time, labor and up to $\frac{1}{3}$ on paint!

New G-P Redwood Factory-Sealed Bevel Siding means more sales because—

- Paint or stain flows on faster, covers better, lasts longer!
- No back-priming on the job! All surfaces are immersion-sealed right at the mill.
- This revolutionary new sealer prevents water spotting, inhibits mold. Smudges, footprints wipe off.
- The price is no more than regular redwood siding!

Protective packaging makes it faster to handle, easier to store at yard or job site. G-P special plastic-coated Kraft paper, heat-sealed to keep out dust and moisture, protects siding until it's used.

Call your salesman for G-P Redwood, or mail coupon for information about this new G-P sales-builder!

World's largest producer of Plywood & Redwood.



Dept. SBS 358, Equitable Bldg., Portland, Ore.

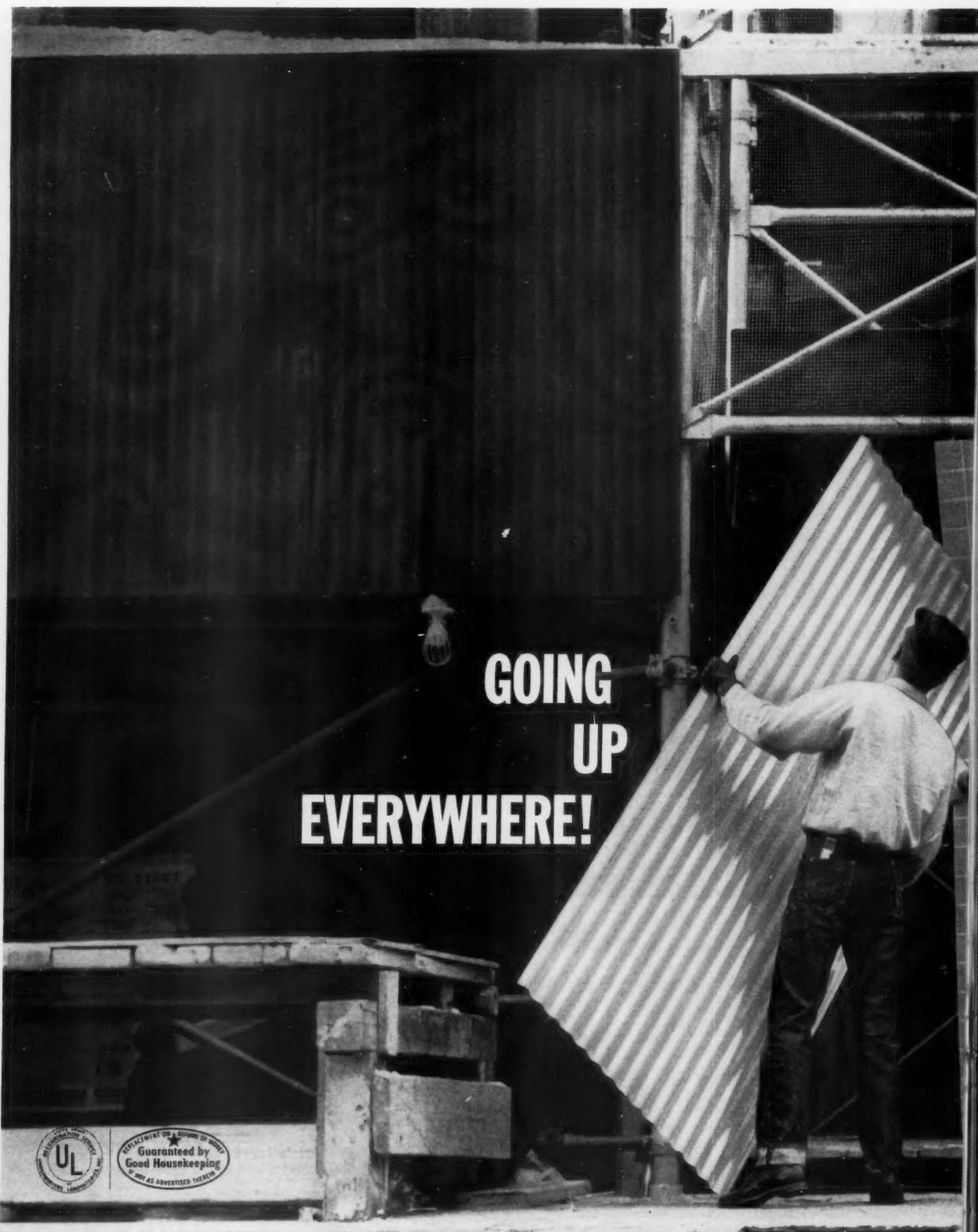
Please send me complete information on new
G-P Redwood Factory-Sealed Bevel Siding.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____



**GOING
UP
EVERWHERE!**



BEAUTIFUL BARCLITE the translucent, reinforced, fiber glass panel. Indoors and out, Barclite's uses are unlimited. It is being installed in homes, commerce, industry, farms and government installations . . . everywhere. Barclite will not crack, rust or dent, and pound for pound it is stronger than steel . . . use it in hundreds of ways. Carports, patios, awnings, partitions, cabinets, fences, skylighting, glazing, roofing, siding, doors, hangars. **BARCLITE CORPORATION OF AMERICA**, Dept. SB3, Barclay Building, New York 51, New York.



BEAUTIFUL BARCLAY the prefinished plastic coated panel in a complete range of colors, patterns, wood grains. The Melamine-Silicone "590" finish, exclusive with Barclay, is as tough as science can make it. Panels last longer, stay brighter and are moisture-protected. Installation is quick and easy. Get the whole booming profit story on Barclite and Barclay. **BARCLAY MANUFACTURING CO., INC.**, Dept. SB3, Barclay Building, N.Y. 51, N.Y. Contact your nearest distributor for details.

(Continued from page 72)

a new hardwood flooring impregnation process. It is said to reduce by as much as 50% the buckling of hardwood floors and the development of cracks between strips.

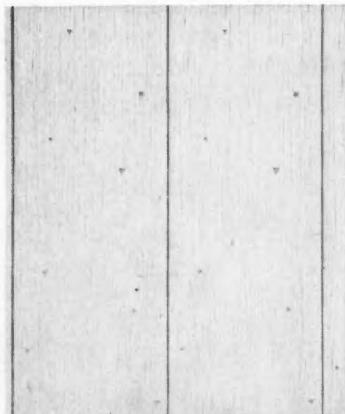
This Fremadized process achieves its effect by slowing the treated wood's reaction to variations in heat and humidity. Expansion and retraction movements were cut approximately one-half in test cases.

Fremadized flooring may be finished the same as untreated hardwood flooring. A sealer or a coat of fresh white shellac is recommended before using a lacquer or lacquer-type finish on this material.

Write P94 on reply card, page 68.

RUSTIC INSULATION PLANK

Temlok Plank in a new rustic decorator pattern is offered by the



Armstrong Cork Co., Dept. SBS, Lancaster, Pa. This fiberboard material for interior walls is made for use as a combined decoration, insulating, and building product for Do-It-Yourself installation.

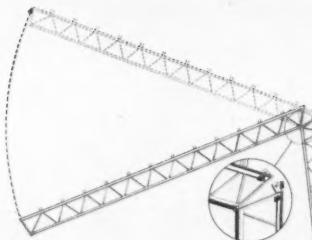
Temlock Plank No. 563 is factory-finished in white paint with a light beige overprint and an overlay design of casual lines sprinkled with circles and triangles. It comes in planks 8' long, 12" wide, $\frac{1}{2}$ " thick.

Write P95 on reply card, page 68.

HINGED STEEL FRAMES

An exclusive new Handi-Hinge has been added to Steel Span by the Cuckler Manufacturing Co., Dept. SBS, Monticello, Iowa. The Handi-Hinge joins together the strut stud and strut beam of the Steel Span frame, permitting easier, more economical erection of steel building frames.

Rigid Steel Span frames are available in four widths: 32', 44', 50' and 60', as well as multiples. They come



in four side-wall heights: 10', 12', 14' and 16'.

Cuckler Steel Span buildings are sold exclusively through lumber and building supply dealers. They sell the necessary siding, roofing, hardware, doors, and windows right from their own stocks.

Write P96 on reply card, page 68.

PLYWOOD PANELING

Nickey Brothers, Inc., Dept. SBS, 2700 Summer Avenue, Memphis 12, Tenn., offers a new type of pre-finished plywood paneling with choice hardwood faces. It has a durable, satin-smooth surface of Bakelite vinyl resins to protect the wood grain from stains or scratches.

Branded the Mark 16 wall panels, the 8' panels are 16" wide and $\frac{1}{2}$ " thick. They come in a choice of gleaming oak, mahogany, birch, or walnut face.

Nine plywood panels are furnished in a carton — enough to cover 12' of wall to the standard 8' height. They can be sawed and planed to fit around windows and doors.

Patented cleats, wire brads, or adhesives can be used to fasten the panels to studs on 16" centers in new buildings or to furring strips on old walls. Side edges have V-joints that go together snugly.

The plastic finish is said to be impervious to lipstick, crayon, inks, alcohol, most foods and household chemicals.

Write P97 on reply card, page 68.

HEATING-COOLING UNIT

A single unit uses the same casing, blower, warm air and return air ducts for both heating and cooling. It is offered by the Heating and Air Conditioning Division of the Stewart-Warner Corp., Dept. SBS, 1826 Diversey Parkway, Chicago 14, Ill.

Called the Modern Builder, it is available in counterflow and vertical models, gas and oil-fired.

With heating capacities of 67,000 to 80,000 BTU input and 2 and 3 HP cooling capacities, the gas-fired vertical upflow and counterflow models are adaptable to natural, manufactured or liquid fuels.

Write P98 on reply card, page 68.

FOLDING-DOOR HARDWARE

New Bi-fold hardware, smooth-actuated and quiet, is offered by Stanley Hardware, division of the Stanley Works, Dept. SBS, 111 Elm Street, New Britain, Conn.

The No. 2987 bi-folding door hardware for passageway and closet doors is concealed from view except for normal hinge-showing when doors are open. It may be adjusted horizontally and vertically for alignment with jamb and header.



Bottom tracks are eliminated by use of door aligners that hold doors in line even when warping occurs.

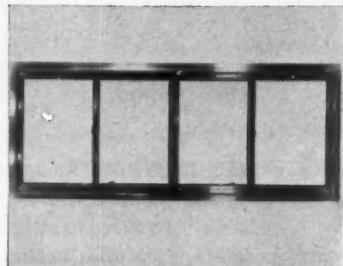
Complete hardware sets are available for door openings 2', 2'6", and 3' wide (2 panels); or 4', 5', and 6' wide (4 panels).

Write P99 on reply card, page 68.

ROLLING WINDOW

The Century Aluminum Corp., Dept. SBS, Scottsburg, Ind., offers a new four-light rolling window in which the two center sash roll on nylon rollers to the extreme ends of the window.

The series 200 window is completely weatherstripped with stainless steel and piling. The sash are removable for ease of cleaning.



All of the windows have exterior and interior trim adaptable for all types of residential and light commercial construction. Screens and panel storm sash are available.

Write P100 on reply card, page 68.



BATHROOM HARDWARE

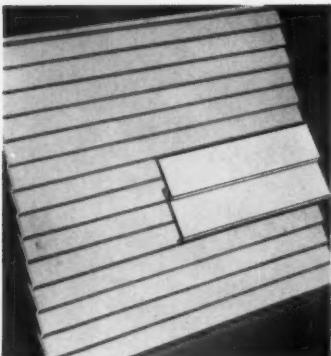
A complete line of bathroom hardware is produced by the Yale & Towne Manufacturing Co., Dept. SBS, Chrysler Building, New York 17, N.Y.

The new bathroom accessories are finished in polished chrome. The towel racks have stainless-steel rods.

Also included in the Yale line are plastic accessories in decorator colors. These snap on for easy and low-cost installation.

Write P101 on reply card, page 68.

ALUMINUM SIDING

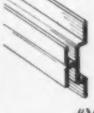


A narrower style of aluminum siding is offered by Lifeguard Industries, Inc., Dept. SBS, 2425 Gilbert Ave., Cincinnati 6, Ohio.

The Double-4 siding is approximately half the height of standard 8" horizontal aluminum siding. It is available in nine spray-coated enamel colors. The narrower siding is shown in comparison with standard height aluminum siding.

Write P102 on reply card, page 68.

NEW Vulco EXTRUDED & COLD-ROLLED ALUMINUM SHAPES ASSURE YOU QUICKER PROFITS



BETTER ALUMINUM WINDOWS AND DOORS WITH MORE AND MORE SALES FEATURES . . . the result of constant engineering enabling Vulcan Metal Products to furnish more efficient, more serviceable aluminum shapes to the fabricator. That's why aluminum windows, screens, storm sash, porch enclosures, plain and combination doors fabricated with VULCO materials SELL BETTER than any other aluminum products on the market today. Mail the attached coupon and discover without obligation how YOU CAN BOOST YOUR OWN PROFITS by fabricating with the nationally known and advertised VULCO line.



VISIT OUR BOOTH 616 AT
NERSICA
NATIONAL HOME
IMPROVEMENT SHOW
FEBRUARY 22-25
CONVENTION HALL
ATLANTIC CITY, N.J.

#WE 2 — Extruded glass frame section with snap-in glazing spline for jalousies, casements, windows.

#WE 7 — Extruded glass frame mullion for joining window panes in aluminum window frame.

#WE 8 — Extruded, weather-stripped plate glass or crystal glass frame for picture windows.

BUY FROM

A Leader in the Industry since 1945
Member: "National Association of Manufacturers"
"Frame Screen Manufacturers Association"

QUALITY GUARANTEED — MAIL COUPON TODAY

Vulcan
METAL PRODUCTS, Inc.
2801 6th Avenue, South
Birmingham, Ala.
NEVER your COMPETITOR

To: Vulcan Metal Products, Inc., Dept. SBS
2801 6th Avenue, South
Birmingham, Alabama

Please send me complete information about
VULCAN Quality Products and VULCAN
Service. No obligation.

NAME _____

ADDRESS _____

CITY _____ STATE _____



Sales Offices: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Liberty, Mo.; New Smyrna Beach, Fla.; Somerville, N.J.; Tyler, Tex.; York, Pa.

Chicago, Illinois. Carpenter Elementary School. John C. Christensen, Chicago, architect. Joseph J. Duffy Company, Chicago, general contractor. Masons find that mortar flows readily around KEY-WALL to give better bonding.

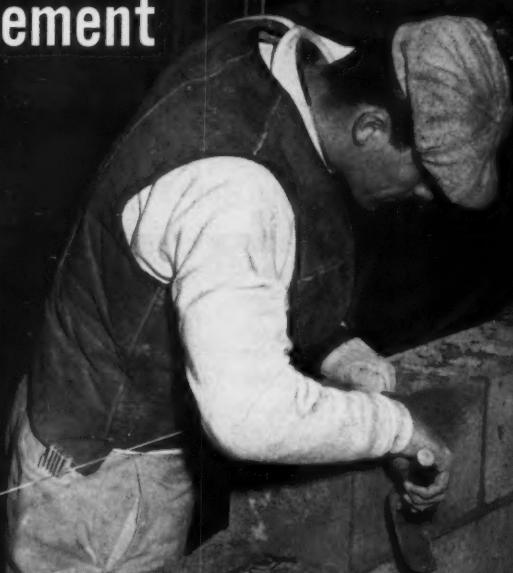


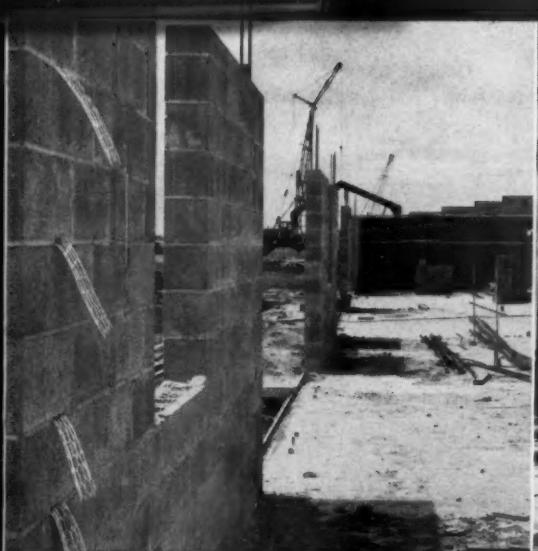
KEYWALL

galvanized masonry reinforcement

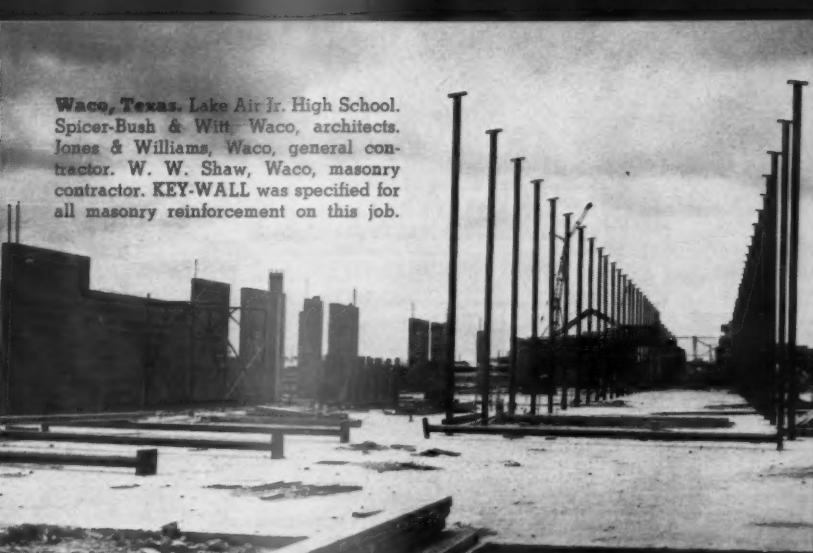
DEALERS:

It's so easy to sell Key-Wall because your customers really like it. Here are typical examples. You can sell more masonry reinforcement with less effort when you sell Key-Wall. Your inventory and storage problems are simple. If you haven't looked into the advantages of this product, it will pay you to do it now.





Waco, Texas. Lake Air Jr. High School. Spicer-Bush & Witt, Waco, architects. Jones & Williams, Waco, general contractor. W. W. Shaw, Waco, masonry contractor. KEY-WALL was specified for all masonry reinforcement on this job.



is adding strength to buildings everywhere

Revolutionary new type of masonry reinforcement gains wide acceptance from architects, builders and owners.

Few building products have achieved such wide acceptance in so short a time. Just look at the jobs where it is being used today. We think this wide preference is because KEY-WALL gives far greater value at lower cost.

What's more, men on the job really like KEY-WALL. They use it the way it's specified because it's easy to use. You get what you need, and pay for, even without close supervision.

Best of all, KEY-WALL research has developed important new facts about this masonry reinforcement that reduces shrinkage cracks and increases lateral strength. It reveals a new quality in reinforcement that can be important to you.

Baton Rouge, Louisiana. Broadmoor Village Shopping Center. Richard C. Comey, Jackson, Miss., architect. Howie Construction Company, Jackson, general contractor. A. L. Falls, Jackson, masonry contractor. KEY-WALL is being used in every other course in the outside walls and in every course of the partitions.



Peoria, Illinois. First Baptist Church. Harold E. Wagoner, Philadelphia, architect. Jamieson & Harrison, Peoria, associate architects. C. Iber & Sons, Peoria, general contractor. One of a number of churches designed by Mr. Wagoner on which he has specified KEY-WALL.



Bellevue, Nebraska. St. Mary's Catholic Church. Willis Regier, Omaha, architect. Korshoj Construction Company, Inc., Blair, general contractor. Masonry superintendent, Leonard Rieple, likes the way KEY-WALL is easily lapped to tie brick facing to the concrete masonry.

For complete facts write:

Keystone Steel & Wire Company
Peoria 7, Illinois

SBS-77

Name _____

Firm _____

Street _____

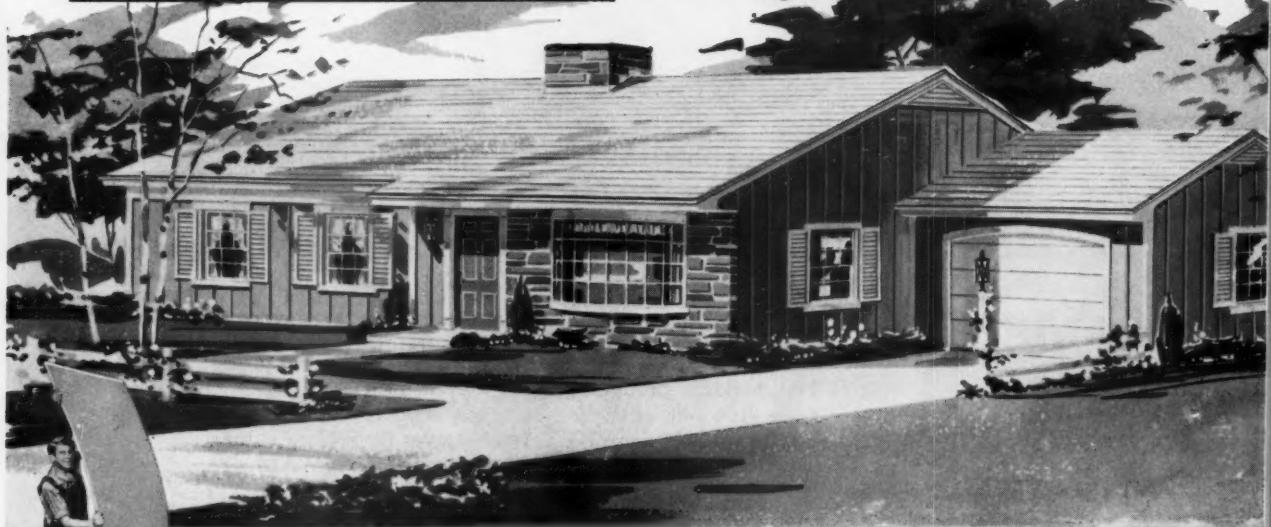
City _____ Zone _____ State _____

KEystone STEEL & WIRE COMPANY

Peoria 7, Illinois.



Houses cost less to build with
JOHNS-MANVILLE FLEXBOARD WALLS



NOW...J-M Asbestos Flexboard® comes factory PRE-PRIMED to take any paint!

Saves up to 4 cents per square foot priming cost for your builder customers

When the painter comes to the job, Flexboard is dry and primed, ready to receive the final color styling. Factory PRE-PRIMED Flexboard, erected as delivered, for exterior walls or other building applications can be given the finish paint coat immediately—any color, using any good grade of paint. Labor and painting costs are reduced. The job is completed faster.

Home buyers get more value from a house that requires less maintenance. Flexboard needs less frequent repainting than is required for a properly painted wood surface.

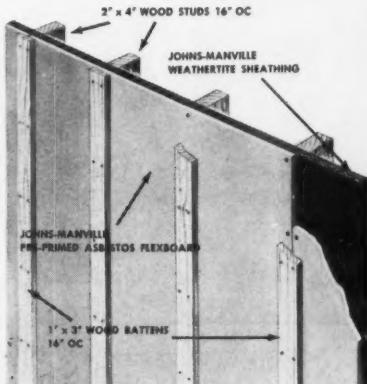
This is because Flexboard expands and contracts only *one-tenth* as much as wood when exposed to the weather. Paint film is less subject to constant stretching and shrinkage which is one of the major causes of paint chipping, cracking and flaking. Flexboard is not subject to grain raising.

FIREPROOF, PERMANENT, and ROTPROOF

Flexboard . . . the strong, tough asbestos and cement building sheet . . . cannot burn, it won't rot or rust . . . wears like stone.

Johns-Manville Asbestos Flexboard is easy to handle and apply. Sheets are available in sizes from 4'x8' up to 4' x 12', in thicknesses of $\frac{1}{8}$ " and $\frac{3}{16}$ ". All thicknesses meet F.H.A. specifications when applied over a continuous sheathing. It can be worked with ordinary carpentry tools.

For more information on PRE-PRIMED Flexboard and other Johns-Manville building products write to: Johns-Manville, Box 111, New York 16, New York.



JOHNS-MANVILLE



**THESE OTHER J-M PRODUCTS
HELP CLOSE NEW HOME AND
HOME IMPROVEMENT SALES**



Seal-O-Matic® Asphalt Shingles, the only self-sealing shingle proved on over 300,000 homes. Resists wind, rain, hurricane. Saves costly roof repairs. Attractive colors and blends.

Colorbestos® Side-well saves expensive repainting for the homeowner, adds distinction and buyer appeal to the home. New Colorbestos process assures lasting color and texture. Fireproof, rotproof and weatherproof.



Spintex® Insulation saves the home buyer up to 30 cents on every heating dollar. Keeps rooms up to 15 degrees cooler in summer—a "must" to make air conditioning practical.

Terraflex® Vinyl Asbestos Floor Tile keeps its "first day" beauty. Easily kept spick and span, it has great appeal to homeowners.

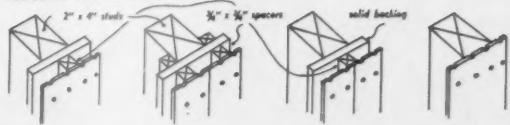


Fibretex® Acoustical Panels absorb up to 75% of room noise that strikes them. Panels are drilled in standard and random patterns.

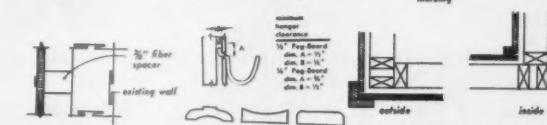
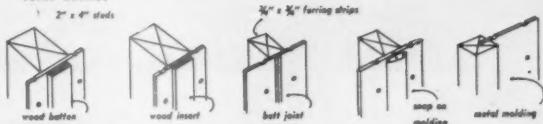


WHAT'S NEW in Building Trends

PEG-BOARD FASTENING DETAILS



JOINT DETAILS



PEG-BOARD® SPACER DETAIL WOOD BATTEB STRIPS SIDING DETAILS WITH CORNER BOARDS

How to Mount Perforated Panels

Depending on their location and size, Masonite engineers recommend several methods of mounting perforated panels of hardboard. The panel must be at least $\frac{3}{8}$ " away from the backing or framing to permit the insertion and removal of the metal fixtures.

Small panels may be fastened to a solid backing, such as a door, with round head wood screws and fiber spacers, available wherever Peg-Board fixtures are sold.

Larger panels should be fastened to wood framing members or furring strips, spaced not more than 16" o.c. Furring strips should be thick enough to provide the essential clearance for the fixtures.

Where full-size panels are erected over wall studs, some of the perforations will be against the studs and not usable. For a uniform appearance, color the studs dark to give the illusion of space behind the holes. This may be done by painting the framing members black or coating them with a dark colored glue before putting up the panels.

Individual panels may be mounted to give all perforations utility. This is done by framing the back with $\frac{3}{8}$ " x $\frac{3}{8}$ " lumber, located near the perimeters between lines of perforations. An alternate giving the same effect is to use grooved lumber $1\frac{1}{8}$ " wide as vertical framing members. When placed behind the holes, the groove, $5/16$ " deep and $\frac{1}{4}$ " wide, permits the entry and removal of fixtures.

Panels should be nailed in place at the center first and then at the edges. When glue is used, fasten panels with brads to hold while the glue sets.

Nails and brads should be spaced 4" apart around the edges and 6" apart along intermediate supports. They should penetrate 1" into the nailing base whenever possible. To conceal nails, countersink them and fill the holes with putty after priming.

About $1/16$ " space should be left between the perforated panels at joints and covered with narrow wood battens or metal molding. Larger spacing may be left and filled with a wood insert.

92-YEAR-OLD CAROLINA DISTRIBUTOR IN 'NEW HOME'



WHOLESALE NEWS

SUPPLIER OF building materials, paints, and floor coverings to more than 500 dealers in South Carolina and Georgia, William M. Bird and Co. has moved to new headquarters at 1142 East Bay Street in Charleston.

The new buildings, covering 46,500 square feet, comprise one of South Carolina's largest and most modern building supply plants. They include 6,500 square feet for offices and selling space, and 40,000 square feet of warehouse area. The plant is readily accessible to rail and motor traffic, expediting delivery to dealers in all parts of the state.

An estimated 10,000 persons attended the three-day opening of this distributor's new plant. James M. Hagood is president of William M. Bird and Co. It has 40 employees.

Founded in 1865, William M. Bird and Co. originally supplied its customers with illuminating oils, imported cement, and window glass from Europe.

Today the company wholesales DuPont paint, builders hardware, Libbey-Owens-Ford glass, and related products. The company is also sales agent for Tidewater products, sand, gravel and slag aggregates.

Today's customers are greeted by the original trade sign, a large golden whale. Although it was severely cracked in Charleston's late 19th century earthquake, it has survived the years.

Architect Douglas Ellington designed the two-story office building. Warehouse plans were drawn by the Dotterer Engineering Co. The general contract work was done by the Thompson Construction Company.



Well marked by company name and commodity and brand signs, the handsome new plant of William M. Bird and Co. on East Bay Street in Charleston, S. C., is seen at top.

Below it are close-up views of the inviting store interior. The center picture shows the well-stocked DuPont paint department. The sales counter, below, serves wallpaper sample-book display.



TRUSCON Aluminum Jalousie Windows... and everything you need for Sales and Service!

Here are three important reasons why . . . it's good business to do business with Truscon.

ONE: *Truscon has the products . . . Aluminum Jalousie and Awning Windows in a complete range of sizes to meet every building need, plus other building products—all carefully manufactured to Truscon's rigid specifications, all available with one order delivery.*

TWO: *Truscon has the dealer program . . . O.M.I. (Order Makers Institute), a dynamic thirteen-part sales development program designed to equip dealers with facts*

and tools to build greater sales. O.M.I. helps salesmen to become "order makers" instead of "order takers". Plus, liberal cooperative advertising, national advertising, direct mail programs and other sales aids.

THREE: *Truscon has the dealer facilities . . . 23 Truscon Warehouses conveniently located from coast-to-coast, assuring same-day shipments and overnight delivery out of warehouse stocks—keeps building schedules on time!*

And that's not all. Learn more about Truscon Products, Program and Facilities. Send coupon today!



**REPUBLIC STEEL CORPORATION
TRUSCON STEEL DIVISION**

DEPT. C-5372

1050 ALBERT STREET • YOUNGSTOWN 1, OHIO

Please send me the following Truscon literature:

- | | |
|--|--|
| <input type="checkbox"/> Truscon Jalousies | <input type="checkbox"/> Aluminum Awning Windows |
| <input type="checkbox"/> Truscon Full-Time Warehouse Support | <input type="checkbox"/> Truscon O.M.I. |

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

STRICTLY WHOLESALE

LANCASTER, PA.: The 11th annual convention of wholesale distributors of Armstrong building products will be held March 20-21 at the general offices of the **Armstrong Cork Co.**

HOUSTON, TEX.: The **Harbor Plywood Corp.** has moved to a new and larger warehouse at 6613 Supply Row. The additional space will provide more room for Super-Harboard and Harborite plywood and a greater variety of specialty products. Ken MacDonnell is branch manager.

NEWTON, KAN.: The **Kochton Plywood and Veneer Co.** has moved to its new building in the industrial district east of Meridian Road. The 16,000-square-foot plant will serve a trade territory within a radius of 100 miles of Newton.

BALTIMORE, MD.: The Baltimore warehouse-offices of the **United States Plywood Corp.** have been moved from West Mosher Street to 6519 Quad Avenue, Baltimore 5, Md. H. S. Richards is branch manager.

CHATTANOOGA, TENN.: As a result of continuing rapid increase in business, the **Mills & Lupton Supply Co.** will double its capitalization. The authorized capital will be increased by a two-for-one stock split.

ABILENE, TEX.: **Sun Appliance and Electric, Inc.**, is the new distributor for Azrock floor products in north central Texas.



Hasselbring



Jourdan

Reynolds Supply Has New Warehouse Heads

Rae E. Hasselbring has been appointed general manager of the warehouse division of the Reynolds Aluminum Supply Co., Vice-President Lee Bartholomew announced recently. Hasselbring joined the Reynolds distributing firm in 1955 as manager of industrial metals sales. In 1956, he was made sales manager of the warehouse division.

As general manager of the Reynolds warehouse division, Hasselbring will be responsible for the operation of the company's nine warehouse facilities, as well as

establishing sales and merchandising policies, according to Bartholomew. The Reynolds Aluminum Supply Co. operates warehouse facilities in Atlanta and Savannah, Ga.; Miami, Fla.; Richmond, Va.; Raleigh, N. C.; Louisville, Ky.; Memphis and Nashville, Tenn.; Birmingham, Ala. It has a sales office in Jacksonville, Fla.

Robert P. Jourdan Jr. has been appointed manager of the Miami warehouse for Reynolds Aluminum Supply. A native of Tampa, Fla., Jourdan joined the company's Atlanta general office organization in 1956 as manager of industrial metals sales. He previously had

TWO NEW PHIFER MERCHANTISING AIDS

PRE-PACKAGED AND PRE-PRICED FOR CONVENIENCE, LONG PROFIT AND QUICK CASH SALES



TEMPRITE ALUMINUM NAILS

Each polyethylene bag contains a generous supply of tempered Aluminum Nails, pre-priced at 25c. Display board 24" x 24" included free with initial 150 bag carton order. Label gives size and type of nail with suggested uses on back. A fast turnover item. Eliminates weighing, sacking, lost nails on floor, tedious calculating.

To meet the demand for handy retail packaging, we are now offering our Aluminum Nails and Aluminum Insect Screening in two handsome display units. Your inquiry on specifications and prices is invited.

DISTRIBUTED THROUGH
LEADING HARDWARE WHOLESALERS
AND BUILDING SUPPLY JOBBERS

Send Your Inquiry Direct to

PHIFER WIRE PRODUCTS
TUSCALOOSA, ALABAMA



QUIK-TAK ALUMINUM SCREEN

Each roll 66" long for average window or screen. 16 rolls to carton. Shipping carton converts to floor display. Available in standard widths from 24" to 48". Each roll banded to show width, length and retail price. Saves time-consuming measuring, cutting and price figuring.

VISIT OUR BOOTH AT CAROLINA LUMBER & BUILDING SUPPLY CONVENTION — CHARLOTTE — MARCH 4, 5 & 6

served as Miami branch manager and assistant general manager, respectively, for Florida Metals, Inc., of Tampa.

"Jourdan's appointment to the management of our Miami facility is in recognition of the growing industrial metals requirements of the ever-expanding Miami market," Bartholomew commented. "We have recently doubled our warehouse space and filled it with fresh stocks of aluminum, stainless steel, and copper."

Jourdan announced the continuance of G. R. Stuyverson as sales manager of the Reynolds warehouse in Miami.

Atlanta Oak Flooring Opens Greenville Branch

The Atlanta Oak Flooring Co. has opened a sales branch in Greenville, S. C. — bringing the number of AOF branches to a total of nine.

Albert Shook will operate the new Greenville branch at 27 Peden Street.

The branch will carry a complete line of oak and maple flooring, domestic and foreign hardwood lumber, West Coast lumber, and other building materials.

Perry and Gillespie Head New USP Branches

Among the new distribution warehouses opened by the United States Plywood Corp. recently are two more in sunny Florida. One is at West Palm Beach and the 11th USP "distribution center" is at Sarasota.

James C. Gillespie is supervisor of the sub branch at Sarasota. Located one-half mile north of the Sarasota city limits on U. S. highway No. 301, it is under the direction of Jess Burford, Tampa branch manager for USP.

Gillespie attended Florida State University, served in the U. S. Signal Corps, and formerly was with the Nall Lumber Co. at Clearwater.

The new USP branch warehouse at West Palm Beach is supervised by Melvin W. Perry. It is under the direction of Gerry Lehman, USP's Miami branch manager.

Perry is a graduate of the University of South Carolina. He has had intensive experience in plywood marketing, most recently as Miami branch office salesman.

The warehouses at Sarasota and West Palm Beach both have 11,000 square feet of floor space. Their offices are finished from the Weldwood line of fancy plywood prod-



Perry



Gillespie

ucts, so they "double" as showroom displays.

The Florida branches and sub-warehouses of the U. S. Plywood Corp. are in the Southeastern division. It is managed by Jake P. Burford, son of the Tampa branch manager.

Plywood Jobbers to Meet

The National Plywood Distributors Assn. will hold its 16th annual convention at the Hotel Del Coronado near San Diego, Calif., June 22-25.

Albert Hersh, Jamaica, N. Y., is president of the association. Mahlon S. Munson is the new secretary-treasurer. NPDA headquarters are now in the Terminal Sales Building in Portland, Ore.

Pitman Brothers Occupy New Warehouse in Montgomery

PITMAN BROTHERS, INC., now are serving dealer and industrial customers from their ultra-modern warehouse on U. S. highway No. 31 in Montgomery, Ala., pictured below.

The new building provides 23,000 square feet of warehouse space. It was built by Bear Brothers, Inc., and designed by the architectural

firm of Pearson, Tittle and Narrows.

The large clerestory section, behind the front sales offices and warehouse area, has 24 feet of headroom. This permits Pitman Brothers to handle any size plate-glass order with an overhead electric crane. The crane track terminal can be seen, at left of photo,

protruding over the firm's railroad siding.

Pitman Brothers are distributors in the Montgomery area of Libbey-Owens-Ford glass, Armstrong Cork Co. and other building materials.

J. B. Norment is president of this wholesale firm. It employs 30 persons and runs seven trucks.



RIGHT PAINT

(Continued from page 39)

If the customer is painting an exterior wood surface, ask if it has knots. If so, they should be sealed with a knot sealer preparation to prevent the resin from exuding. Then, after priming, the final coat will stay beautiful.

Now you're ready to sell the paint. But what kind? First of all, ask the customer what sort of surface he's painting.

For clapboard siding, sell him conventional oil-base house paint. If there is brickwork or other masonry below the clapboards, be sure to sell him a non-chalking paint.

For asbestos-cement siding, sell him a solvent-thinned resin paint for a two-coat job; or a solvent-thinned resin primer and enough conventional oil or alkyd-resin exterior top coat; or an exterior latex for a two-coat job.

For cement, cinder block, or stucco, sell the same paints as for asbestos cement. For such masonry, you can also sell a transparent sealer, cement base paint, or rubber base paint.

For iron or galvanized surfaces, sell a metal primer for the first coat. For the "finish," sell house paint, aluminum paint, or even trim and trellis paint — which is really an exterior enamel.

For window frames — whether wood, aluminum, or steel — sell house paint, aluminum paint, or trim and trellis paint. Don't forget the all-important primer.

For shutters and trim, sell house paint or trim and trellis paint.

For wood shingles, you can sell house paint, but a preservative stain is preferred by many.

For exterior hardboard, sell paint to finish like wood siding.

For wood porches and steps, sell the tough porch-and-deck enamels, using a thinned version as a primer on new surfaces. Cement surfaces can also use the same enamel — if an alkali-resistant undercoat is used first.

Now what about the roof? Different types of roofs require different types of paint.

For shingle roofs, special preservative stains should be sold, or house paint can be used again.

Flat roofs, made of layers of felt and asphalt, require special bituminous asphalt coatings. Add

a touch of color by using a latex paint over this covering.

For tin or other metal roofs, sell the special metal roof paints formulated for this purpose, or sell aluminum paint.

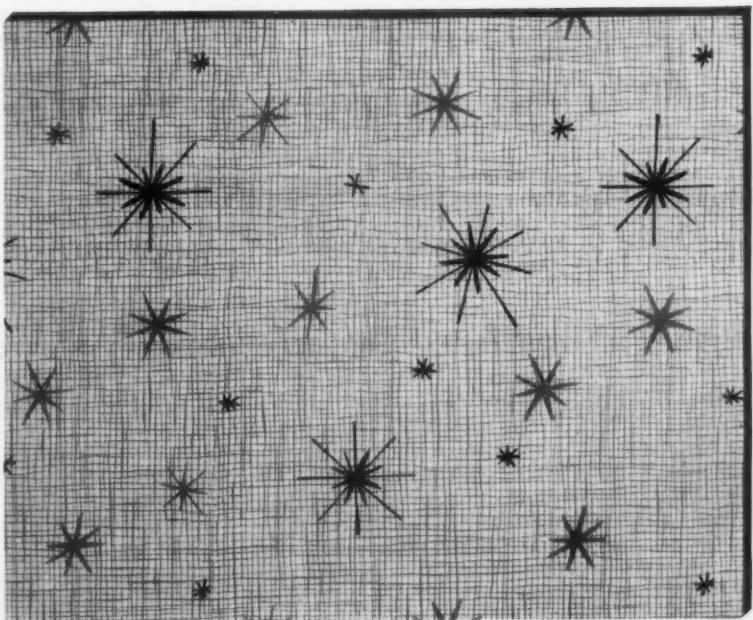
Special little jobs require knowledge of the right kinds of paint. Take copper roofs or copper screens. While it is true that copper won't rust, water running from these surfaces will eventually stain nearby paint. Tell your customer to avoid this by giving copper surfaces an occasional coat of paint

or water-resistant spar varnish.

And before the paint customer leaves your store, remind him again of the necessity for preparing the surface properly. And, as a last word, always urge him to read the instructions on the label.

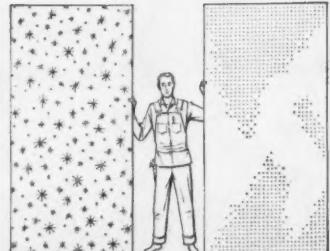
TWO-GUN S-B-S? Your April issue of SOUTHERN BUILDING SUPPLIES will arrive with both guns loaded. One will be the big preview of the Texas dealer convention. The other will be the annual Parade of New Products. Grab the April S-B-S!

NEW! 2 Marlite



MARLITE CELESTIAL PANELS. Twinkling stars on a woven fabric background give interiors a new look of beauty and spaciousness. Available in 4' x 6' and 4' x 8' panel sizes in four sparkling color combinations for building or remodeling any room in any building.

**Priced for fast, profitable sales
to customers who
want washable walls
with a new look...**



SUNDRY SALES

(Continued from page 40)

canvass of the Alexandria area. Handbills also are mailed to credit customers with monthly statements.

Temple Hardware and Supply is always listed in the coupon of advertisements run locally by the paint manufacturers.

"The dealer who knows his paint and keeps alert in paint will not

overlook the many tie-in sales that come from paint sundries," Litman pointed out. "It is important to suggest other paint needs because people often forget about the cracks in the wall, the flaking, the condition of their brushes, sandpapering a finish, etc."

This dealer checks stocks and re-orders sundries weekly. "Turpentine, paint thinner, brushes and brush cleaners, sandpaper in all grades, steel wool, pumice stone, caulking compound, adhesives, cement, and putty knives are all

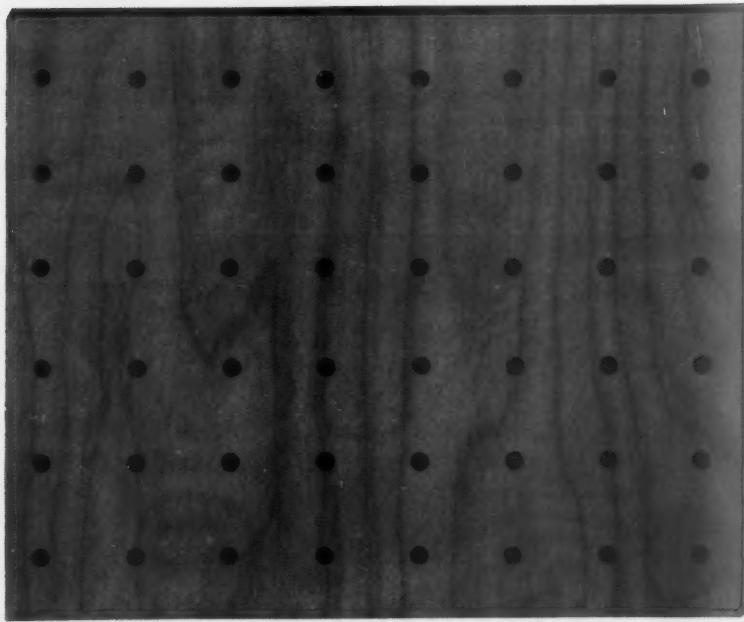
volume- and profit-builders.

"In brush selection, we point out that a good brush will do a better job than an inexpensive one. We instruct the customer at the time on how to clean and take care of a brush when he is through using it, so that it will retain its shape."

Nor should a paint salesman stop there, according to Litman, who stresses that a well-trained salesman will visualize the customer's entire undertaking and foresees all his needs. Does he have a ladder? If he is doing floors, does he have a sander and edger?

Perhaps this customer will need a stapler. A rental service is available to him by the hour or day. Paint sales stimulate profitable rental activity.

Panels!



MARLITE PEG-BOARD® PANELS. For working walls of beauty and utility in 4' x 8' panel sizes. $\frac{3}{16}$ " diameter holes are spaced 1" on centers. Available in most Marlite colors and patterns. Priced just a few cents above unperforated Marlite of the same color and pattern.



These two new Marlite panels offer you a real opportunity for profitable paneling business in 1958. Especially developed to add a new look to walls, ceilings, room dividers, sliding doors, counter tops—each one features the same genuine, soilproof melamine plastic finish for which Marlite is famous. And these new panels are backed by full-scale advertisements in leading national magazines, plus a complete package of profit-producing sales aids to help you tie in. Get

the complete story on these two new panels from your Marlite representative, wholesaler, or write Marlite Division of Masonite Corporation, Dept. 397, Dover, Ohio.

Marlite®

PLASTIC-FINISHED PANELING

ANOTHER QUALITY PRODUCT
OF MASONITE® RESEARCH

Branch Office and Warehouse
MARSH WALL PRODUCTS INC., Atlanta 17, Georgia

PAINT SURVEY

(Continued from page 41)

88.9%; paperhangers, 17.8%; scrub, 31.1%; stencil, 8.9%; varnish, 77.8%; and wire, 71.1%.

Calcimine, 13.3%.

Calking compound, 95.6%.

Calking gun, 88.9%.

Cleaners, paint brush, 84.4%.

Colors, oil, 88.9%.

Comb, brush, 13.3%.

Decalcomanias, 4.4%.

Drop cloth, 48.9%.

Edging machine, 28.9%.

Emery cloth, 62.2%.

Filler, crack, 91.1%.

Floor filler, 89.9%.

Floor sealers, 88.9%.

Glazing compound, 93.3%.

Glues — waterproof, 77.8%; animal, 26.7%; liquid, 62.2%; cold-water, 33.3%; casein, 44.4%; and resin, 42.2%.

Japan drier, 55.6%.

Lacquer, 46.7%.

Ladders — wood, 64.4%; extension, 48.9%; aluminum, 20%; and folding, 40%.

Ladder accessories, 24.4%.

Linseed oil, 86.7%.

Paste, wallpaper, 46.7%.

Plaster, patching, 84.4%.

Pot, paint, 33.3%.

Pot hook, 13.3%.

Preservatives, wood, 84.4%.

Primer, metal, 75.6%.

Putty, 75.6%.

Putty knife, 82.2%.

Removers — paint, 82.2%; varnish, 73.3%; and wallpaper, 13.3%.

Rollers, paint, 77.8%.

Sander, electric, 42.2%.

Sandpaper, 82.2%.

Sandpaper holder, 60%.

Scraper, paint, 75.6%.

(List continued on next page)

Scraper, floor, 42.2%.
 Screen painter, 44.4%.
 Sealer, concrete, 40%.
 Sealer, wood, 68.9%.
 Shellac, 86.7%.
 Spatulas, 11.1%.
 Sponges, 26.7%.
 Sprayers, paint, 15.6%.
 Tape, masking, 77.8%.
 Thinner, paint, 86.7%.
 Tools, paperhanging, 20%.
 Wallpaper, 22.2%.
 Waterproofing, 53.3%.
 Wall size, 62.2%.
 Wax, 62.2%.

JOIN BIG PUSH!

(Continued from page 44)

First of all, be certain your Clean Up Committee has the 1958 program kit. It contains the organization guide, teacher's guide, publicity manual, movie-TV folder, display catalog, and mat-proof sheets.

You should volunteer to serve on one of the Clean Up committees.

You will find the experience stimulating and satisfying. In addition, you will add to your stature as a civic-minded person. Though not a primary objective, that is good business.

You will probably want to donate merchandise as prizes for neighborhood participation.

To identify your store as a campaign headquarters, utilize the Clean Up — Paint Up — Fix Up window streamers, posters, and honor emblem. Your employees' autos should have the car bumper banner. There is also an effective truck banner to carry the Clean Up message all over town. These materials are sold at cost of production. A catalog illustrating them can be obtained from the National Clean Up — Paint Up — Fix Up Bureau, Dept. SBS, 1500 Rhode Island Avenue, N. W., Washington 5, D. C.

The bureau also supplies free, upon request, a set of eight proof sheets, showing the nearly 100 advertising mats available. Among these are Clean Up shields and campaign slugs that you can incorporate in your regular ads.

Clean Up Week is a profitable

time to run specials on cleaning implements, paint products and tools, and other building supplies. Do-It-Yourself clinics will click during the campaign—with different type demonstrations each night.

You may wish to combine products into kits — such as a painting kit containing spackling, plaster, thinner, sandpaper, remover, roller, brush, etc. This will stimulate sales and be a greater service to customers, since they won't have to make return trips for forgotten articles.

Be certain your establishment is neat, clean, well lighted, and freshly painted. Torn awnings should be replaced, show windows washed, and old displays removed or dusted.

By following these suggestions and other ideas which you will develop on your own, you will be proving yourself a first-class citizen. Furthermore, you will be not only on the giving end, for your sales of lumber, tools, paint, seed, and other items will increase happily. And this will continue long after the campaign ends.

Merchants who did not participate originally will be impressed



OTHER QUALITY VACOL PRODUCTS

Sliding Glass Doors • Jalousie Windows •
 Awning Windows • Screen Doors •
 Extruded Aluminum Sheets for light
 construction

The extruded
 aluminum doors that are
STRONG ENOUGH
TO LIFT
A CADILLAC!

Vacol
JALOUSIE
DOORS
Vacol
GLASS
PANEL
DOORS

This sample Vacol Jalousie Door is actually supporting the full weight of the Cadillac. Proof of the tremendous strength of the double overlapping and interlocking corner design with airplane-type riveting.



by **ANDERSON** 

V. E. ANDERSON MFG. CO., INC.
 P. O. Box 430 • Bradenton, Florida

by the appearance of adjoining stores and soon will be imitating these efforts. And for the people who were among the first to cooperate, one improvement leads to another.

You and your key employees should be members of at least one civic group, through which you can spread the civic - improvement message. One of the best talking points is that a clean community attracts new citizens, increased trade, new industry, and tourists. And these are the ingredients of a prosperous community that benefit everyone.

Rodich and Dierking in Key Celotex Posts



Rodich



Dierking

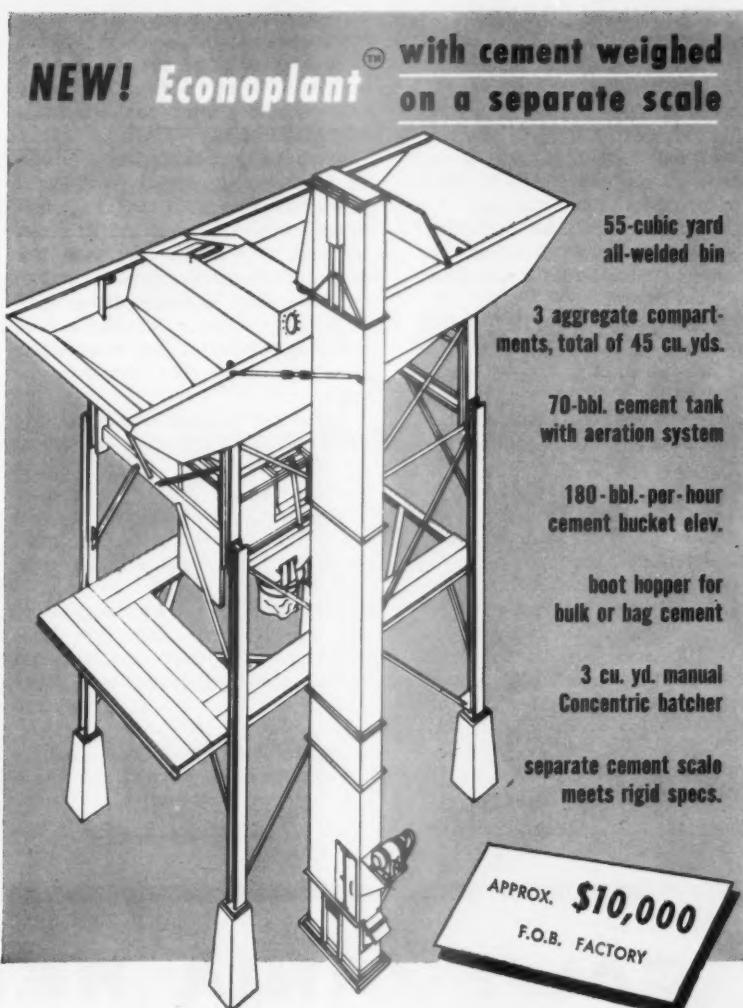
THE CELOTEX CORP. of Chicago, Ill., has landed an experienced manufacturer to serve as vice-president in charge of operations. This building material producer at the same time has elevated E. E. Dierking to the position of general lines sales manager for Celotex products.

The new vice-president in charge of operations is William L. Rodich. He recently joined the Chicago headquarters staff of Celotex after seven years as general manager of the laminated plastic and insulating products division of the General Electric Co. A chemical engineering graduate of the Brooklyn Polytechnic Institute, Rodich is a licensed professional engineer.

The new general line sales manager for Celotex products, Dierking had served since 1950 as assistant general sales manager in Chicago. He had "worked up through the sales ranks" of Celotex since joining the firm in 1935. He is a graduate of the University of Illinois.

In announcing Dierking's appointment, Marvin Greenwood, Celotex vice-president and director of merchandising, explained:

"This move is designed to keep our sales organization in pace with our increased plant capacity."



Here is a low-cost opportunity to get started in the profitable ready-mix field — or modernize or expand existing facilities. At a minimum investment you can now get this new Johnson transit-mix Econoplant, complete with exclusive Concentric aggregate-cement batcher. It complies with most rigid concrete specifications because cement is weighed on an individual scale, separate from the aggregates. Centrally-located, sealed hopper discharges cement within the aggregates, minimizes dusting and pre-mixes materials.

mail today

C. S. JOHNSON CO., CHAMPAIGN, ILL. (Koehring Subsidiary) ABBWSBS

Send us literature on new transit-mix Econoplant

NAME _____ TITLE _____

COMPANY _____

STREET _____

CITY _____ STATE _____

CONCRETE PLANTS • BINS • HOPPERS • ELEVATORS • SILOS • BUCKETS



SELL WALLPAPER

(Continued from page 47)

One of the best known selling techniques, of course, is to show your prospect (in this case the small builder and the individual home-owner) how he can cut costs. You can do this quite easily with wallpaper.

For example, a builder in my own neighborhood told me recently: "Most building supply houses are missing a good bet by not selling wallpaper. They have a mighty strong talking point if only they would use it."

What is that, we asked.

"The cost factor," said the builder. "The building business is no different from any other — it's based on profit and loss. And I find that I save approximately \$90 on each house that I build by using wallpaper. Why is this? Because my men can complete a wallpapering job in just half the time it takes to apply other wallcoverings to dry walls. The saving comes in the time required to spackle

and otherwise prepare dry walls. Since wallpaper covers dry walls in one operation, we don't have to spend a lot of time trying to achieve perfection before the wall-covering is applied."

From talking with this builder, we learned of other important selling points in behalf of wallpaper, to which most builders can respond. One is the fact that, because of its decorative ability to set off special activity areas such as dining rooms, play-pens, etc., wallpaper enables the builder to eliminate expensive architectural costs.

Also, the builder can eliminate costs of handling wallcovering materials by simply referring the homebuyer to a local wallpaper dealer and allowing him a fixed amount per roll towards the purchase of wallpaper of his own choice.

Most important sales appeal of all, however, is the fact that builders say that wallpapered homes outsell all others by a margin of six to one! It gives the builder a selling point because, as my builder pointed out, "people invariably have more to say about

a wallpapered home than they do about a plain wall. Their excitement gives them — and us — a talking point from which we can begin to close the sale."

Here are other wallpaper sales points for the lumber and building supply dealer to use:

1. The home-owner can see the color and pattern he's buying, thereby eliminating any possible complaints that the interiors are not "exactly as ordered."

2. Where identical interiors are often a sales barrier, builders can overcome sales resistance by displaying wallpaper sample books or swatches to demonstrate the point that each home can be attractively individualized.

3. Wallpaper dealers give free decorating advice, thus relieving the builder of this responsibility.

4. Wallpapered homes remain clean under the heavy traffic that a model home receives. Because most wallpapers today are washable, soilage is easily removed.

Probably the most significant development in wallpaper is the introduction of wallpapers that reach the market already trimmed and pasted.

CALIFORNIA REDWOOD



PRE-SOLD FOR YOU

in these national magazines aimed straight at your customers!



CALIFORNIA REDWOOD ASSOCIATION

576 Sacramento Street • San Francisco 11

graded, milled and seasoned
by these member mills:

Holmes Eureka Lumber Company
Redwood Sales Co., Eastern Distributor
1430 Russ Building
San Francisco 4, California

The Pacific Lumber Company
100 Bush Street
San Francisco 4, California

The Pacific Coast Company
P. O. Box 611, Willits, California

Simpson Redwood Company
3100 Russ Building
San Francisco 4, California

Union Lumber Company
620 Market Street
San Francisco 4, California

Willits Redwood Products Co.
Hobbs-Wall Lumber Co., Sales Agent
2030 Union Street
San Francisco 23, California

Arcata Redwood Company
P. O. Box 218, Arcata, California

Georgia-Pacific Corporation
Hammond-California Redwood Division
417 Montgomery Street
San Francisco 6, California

The user merely dips the paper in water, folds it as per instructions and then hangs it. Use of this type of paper can reduce the labor time of the professional paperhanger by approximately 50 per cent. For the home renovator, this saving of labor is equally attractive.

Generally, these trimmed and pasted papers are truly washable, as evidenced by the fact that both sides are wetted before hanging. Another advantage is that the adhesive dries slowly, enabling the hanger to take the paper down and re-hang it if a mistake is made.

Also new to the market are the vinyl-coated and vinyl-impregnated papers. The vinyl-coated papers are those which have the plastic applied after the printing process, thus rendering them washable. The vinyl-impregnated papers, on the other hand, have the color bonded in by plastic during the printing process — and these papers are not only washable, but in most cases, able to take scrubbing, too. Thanks to considerable research and technological development by the wallpaper industry, such wallpapers provide high durability and washability.

Another important sales trend in the industry is towards the one-mural scenic wallpapers. The public has flocked towards this type of paper, as well as to the lower-cost repeat pattern scenics, because of their ability to open up closed areas, such as hallways or windowless dens, and their ability to create an illusion of spaciousness. Also increasingly popular are a wide variety of papers that simulate fabric textures or other materials, such as wood, stone, or brick.

Today's wallpapers are designed to appeal to every member of the family. Mother can have her elegant papers in the living, dining, or bedroom. Dad can have his favorite outdoor scene, or one reflecting a favorite hobby, in the den or family room. And wallpaper even has an important sales appeal for the teenager and the young newly-weds, because of patterns designed specifically for those groups.

The Wallpaper Council has prepared literature and other promotional material that will help the building and lumber supply dealer sell more wallpaper to both the builder and the home-owner. For the salesman, the council published "Selling Wallpaper," a book which describes in detail all the background and techniques neces-

sary to sell wallpaper. Amply illustrated, this book costs \$2.50.

The Wallpaper Council sponsors sales training courses in various cities, to which lumber and building supply dealers are invited — along with their salesmen. Write the council for information about when a course is starting in or near your city. The cost is nominal.

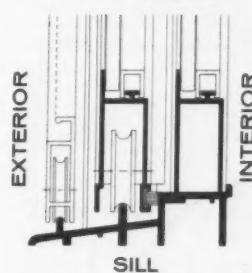
The council offers a wide variety of free promotional material. This includes: (1) window and store streamers; (2) pamphlet entitled

"What Every Builder Should Know About Wallpaper"; (3) salesman's fact sheet about wallpaper, and (4) pamphlet, "How to Hang Wallpaper." You can obtain these by writing the Wallpaper Council, Dept. SBS, 509 Madison Avenue, New York 22, N. Y.

IS YOUR ADDRESS CORRECT?
You'll receive *Southern Building Supplies* quicker when we have your correct address, including box and zone number. Write S-B-S, 806 Peachtree St., N. E., Atlanta 8, Ga.

THIS DOOR IS WATERPROOF!

THE SECRET IS IN THE SILL



Here is the glass door that is specified with the assurance of no complaints of water coming in around the door. The waterproof sill design has been proved in hundreds of installations in the Southwest where the rainfall was more than 20 inches during a 4-month test period.

Here are other design features of the Britt Sliding Glass Door that will bring you increased sales, and complete customer satisfaction:

Sliding vent to the outside; the fixed vent to the inside.

Wool pile weather stripping is on interior side of slider so as wind blows harder, the weather stripping seals tighter.

Glass is set in curtain wall tape; glazing bead is of extruded aluminum.

Fixed vent is an integral part of the door frame.

The BRITT Door is "face" mounted in rough opening using brick veneer or frame fins.

We use our own trucks for fast, damage-free delivery.

BRITT SLIDING DOOR CORP.

P. O. BOX 6735 • TELEPHONE JACKSON 9-2681
2501 WROXTON RD. • HOUSTON, TEXAS

MANUFACTURER NEWS

PHILADELPHIA, PA.: The name of the **Pecora Paint Co., Inc.**, in Philadelphia, Pa., and Dallas, Tex., has been changed to Pecora, Inc.

SALEM OHIO: Luther N. Newell and W. E. Meeks have been named regional managers for the **Youngstown Kitchens**, Division of American-Standard. Newell will service the state of Florida. Meeks will cover the Atlanta and Birmingham territory, with headquarters in Albany, Ga.

DECATUR, ILL.: Ed M. Cahill has been named general sales manager for **Burks Pumps**. He was formerly general sales manager for the A. W. Cash Valve Manufacturing Corp. here.

KINGSPORT, TENN.: Charles S. Bennett has been named superintendent of operations for the mill of the **Penn-Dixie Cement Corp.** here. A graduate of Lehigh University, Bennett has been plant engineer at the Clinchfield, Ga. branch, and at the company's main plant in Nazareth, Pa.

ST. LOUIS, MO.: William E. Bussen has been appointed St. Louis district manager for the **American Vitrified Products Co.** Bussen had been sales manager of the Vitrified division of H. K. Porter's Laclede-Christy Division here.

LOS ANGELES, CALIF.: The **McCulloch Motors Corp.** has appointed Bill Johnson as district manager and Richard Q. Duren as chain representative in six Southeastern states. Both men recently completed training at McCulloughs headquarters here. Johnson's headquarters will be in Atlanta, Ga., and Duren will travel out of Valdosta, Ga.

FORT WORTH, TEX.: S. L. McKenzie Jr. recently was appointed Texas sales representative for the **Millers Falls Co.** His headquarters will be the Southwestern district sales office here. McKenzie formerly was sales manager of the Specialty Sales and Service Co. in Fort Worth.

KANSAS CITY, MO.: After over 53 years of service with the **W. S.**

Dickey Clay Manufacturing Co. Ralph Martin has retired. The 70-year-old manager of the Kansas and Missouri sales area began his career with the Dickey Company in 1904, a year after arriving from Ireland, as an office boy. After working as a file clerk, he was promoted to the sales desk in 1912.

AMBLER, PA.: Alan F. Nagle has been named manager of **Keasbey & Mattison Co.**'s tubular products and sewer pipe sales department. Nagle, who holds a master's degree in biochemistry from Temple University, joined Keasbey & Mattison as sales engineer. He was previously associated with the S. J. Groves Construction Co. of Minneapolis.

HOUSTON, TEX.: The **A. C. Horn Co.** of Texas, producers of materials for the construction industry, is now serving the Southwest from its new plant here. Located at 4323 Crites, the Horn building stands on a 17-acre wooded site that extends to Buffalo Bayou — within two miles of the center of downtown Houston.

PITTSBURGH, PA.: John W. Strandberg has been appointed marketing manager of the **Eljer Division** of the Murray Corp. of America. Strandberg was formerly an account executive with Fuller, Smith & Ross, Inc., advertising agency.

CLEVELAND, OHIO: The **American Vitrified Products Co.** has acquired the Tulley Concrete Products Co. of St. Louis, Mo. The new plant will enable American Vitrified Products Co. to manufacture and market concrete pipe and kindred products in the greater St. Louis area.

CHICAGO, ILL.: Robert T. Hamill, Baltimore; R. Ben Jones, Tampa; and William R. Macy, Laurel, Miss., are among 25 **Masonite Corporation** salesmen selected for membership in the Masonite Sales Merit Club for their performance in 1957.

CHARLOTTE, N. C.: Ted Machanoff recently was appointed Southeastern district manager for **Arrow Fastener Co., Inc.** From headquarters in Charlotte, he will serve the trade in North Carolina, South Carolina, Virginia, Georgia, and Tennessee.

MEMPHIS, TENN.: Arch C. McLaren has joined the sales force of **Lawrence J. Baldwin & Son**, manufacturers agents. McLaren will make his headquarters in Memphis, and will serve the wholesale trade exclusively in Arkansas, Tennessee, Alabama, and Mississippi.

DEALERS SELL

GALS.
OTS. PTS..
HALF PTS.

ECONOMICAL
NON IRRITATING
PLEASANT ODOR
HIGH FLASH POINT
LONG LEVELING (NO BRUSH MARKS)
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster
turnover and higher markup. Stock TANDROTINE — today!



PAINT THINNER

WAVERLY, VA.: The flakeboard plant of the **Gray Products Co.** has begun operation here. The \$1.5 million plant will turn out some 25 million square feet of $\frac{1}{4}$ -inch equivalent particle board each year. Elmon T. Gray is president of the company.

ARKADELPHIA, ARK.: The new plant of the **Tectum Corp.** here is going to reduce costs for shipping Tectum insulation material in Western and Southwestern states. Formerly, all shipments have been made from Newark, Ohio.

HOUSTON, TEX.: The **Devoe-Raynolds Co.** has bought 400,000 square feet of land for a paint factory off Mykawa Road in the Santa Fe industrial district. The site was selected by Mrs. Dorin S. Weinstein, new president of Devoe-Raynolds, and E. F. Musterman, vice-president.

TOLEDO, OHIO: Merwin C. Huston has been named manager of the order department of **Libbey-Owens-Ford Glass Co.** He has been with the company for 35 years and has served as assistant manager in the order department since 1944. O. Kermit Riggs replaced Huston as assistant manager of the glass order department.

CHICAGO, ILL.: Charles F. Buckland has been appointed assistant merchandise manager for the insulation sales department of the **Celotex Corp.** He will aid in directing quality control, product improvement and development, and sales tools for Celotex insulation board and hardboard products. Associated with Celotex for 10 years, Buckland was formerly assistant sales manager of the New York district.

HOUSTON, TEX.: Mrs. Barbara Fritz is now sales promotion manager for the **Corrulux Division** of Libbey-Owens-Ford. Formerly assistant sales promotion manager, Mrs. Fritz has been associated with Corrulux for over two years. She has had 10 years of experience in public relations and advertising.

MELROSE PARK, ILL.: Ralph R. Wycoff has been named sales promotion manager of the **A. J. Gerard & Co.**, manufacturers of tensional strapping equipment.

CLAYTON, MO.: The **Hechler Mfg. Corp.** of Miami, Fla., has appointed the Construction, Geological, and Industrial Specialists Co. here as regional sales engineers for Hechler concrete products.

CHICAGO, ILL.: James Rainey has been named Midwest regional sales manager of Yale Materials Handling Division, **Yale & Towne Manufacturing Co.**

MEMPHIS, TENN.: Malcolm S. Cone Jr. has been appointed exclusive sales and service representa-

tive in west Tennessee, Arkansas, and north Mississippi for **Lewis-Shepard Products, Inc.** He is an electrical engineering graduate of Georgia Tech.

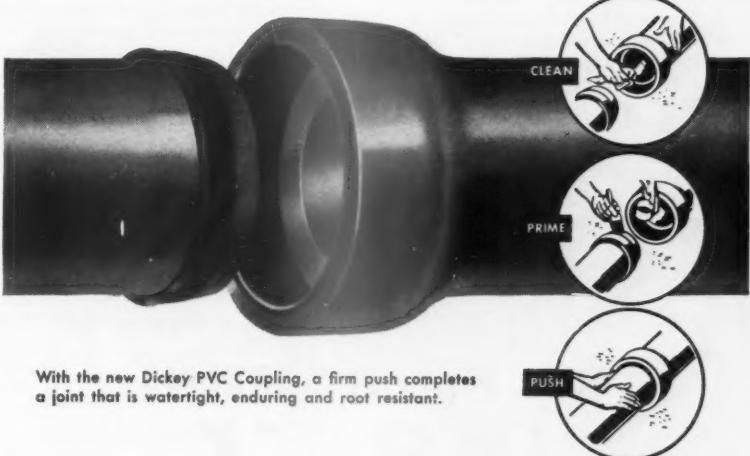
ATLANTA, GA.: Fry-Holbrook and Co. will be the sales representatives for the **Durall Products Co., Inc.** in the states of North Carolina, South Carolina, Georgia, and Florida. Travis Gardner of Florissant, Mo., will represent Durall in southern Illinois, Missouri, and Kansas.

NEWBURGH, N. Y.: Seymour

Zelnick has been appointed director of advertising of the **Mastic Tile Corp. of America**. He formerly was connected with Rogers Imports, Inc., and with two advertising agencies in New York City. Charles DeMatteo continues as advertising manager at Mastic Tile.

LOUISVILLE, KY.: The **Stiglitz Corporation** has named Frederic V. Lacock as vice-president in charge of sales, and J. Arthur Jenkisson as a vice-president assisting Lacock. Both Lacock and Jenkisson are well-known in the appliance field with

Another good reason why it pays to be a **Dickey** Dealer



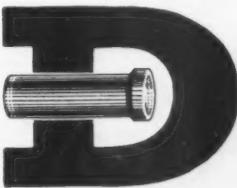
With the new Dickey PVC Coupling, a firm push completes a joint that is watertight, enduring and root resistant.

Announcing today's biggest sales team: the new Dickey PVC Coupling and Dickey Perma-Line* Pipe

Now...in less than 30 minutes...a plumbing contractor can lay a 100-foot-long house sewer that is root-resistant...infiltration-tight...and time proof. All he needs is the longer Dickey vitrified clay Perma-Line Pipe...fitted at the factory with the new Dickey PVC Coupling of polyvinyl chloride. You can now offer everything needed for house connections...pipe and couplings...ready for immediate installation. The savings to your customers in time, material and labor will make this new sales combination one of your biggest profit makers.

*Registered Trademark

Providing improved sanitation for better living



DICKIEY sanitary
salt-glazed
clay pipe
W. S. DICKIEY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn., Kansas City, Mo., Meridian, Miss.,
St. Louis, Mo., San Antonio, Tex., Texarkana, Tex.-Ark.

If it's made of clay it's good...if it's made by Dickey it's better

extensive experience in all phases of promotion and selling.

HOUSTON, TEX.: The U. S. Plywood Corp. announced the appointment of the Roy Jacobs Co. as distributor of its wall-covering materials for the entire state of Texas. The Jacobs firm has headquarters here at 3805 Main Street and also a branch warehouse at 2518 Cedar Springs in Dallas.

PITTSBURGH, PA.: The Allied Materials Co. has been named exclusive sales agent for V-Corr corrugated roofing and sliding material by the Toledo Division of the Bettiner Corp. Allied Materials will serve western Pennsylvania, West Virginia, and adjacent areas.

ATLANTA, GA. A new branch office of Yates-American has been opened here at 532 Plaster Ave., N. E. The new branch is a consolidation of the High Point, N. C., and the Memphis, Tenn., offices, and was chosen because of its advantageous position in serving South Central and Southeastern customers.

BALTIMORE, MD.: Robert H. McCormick, sales representative for the H. B. Davis Co. in Virginia, has been named Northern sales manager for the company. His headquarters will be the home office in Baltimore.

SAN BERNADINO, CALIF.: Earl Hefner has been named assistant sales manager of Holly-General. He joined the company in 1952 as a management trainee, and later served as sales representative. He was graduated from California Tech with a bachelor of science and master's degrees in civil engineering. He was awarded the Hicks Fellowship in industrial relations.

DALLAS, TEX.: Elmo F. Beardon has been appointed sales representative for Bolens Products Division of the Food Machinery and Chemical Corp. His territory includes Arkansas, Oklahoma, and Texas, with his headquarters in Dallas. Beardon formerly was general sales manager of the Strand Corp. of Texas.

HOUSTON, TEX.: The Britt Sliding Door Corp. has purchased a new truck that delivers Britt sliding glass doors — completely assembled — to distributors in Texas and surrounding states.

OKLAHOMA CITY, OKLA.: The Paul Davis Co. here has been appointed Oklahoma distributor of Thermador Bilt-In electric ranges and refrigerator-freezers by the Thermador Electrical Manufacturing Co.

CHARLOTTE, N. C.: Donald A.

Marsden is sales representative for the Sierra Electric Corp. in North and South Carolina. He joined Sierra in 1952, following several years in the electrical distribution trade. Marsden's headquarters and warehouse facilities will be in Charlotte.

ST. JOSEPH, MICH.: Warren Singer has been appointed field sales manager for RCA Whirlpool air conditioners. Formerly sales manager for room units, Singer now handles sales of both room and central air conditioners. John Keller and Thomas Cobblewick were promoted to district manager posts.

WASHINGTON, D. C.: Jack B. Sagendorf has joined the product sales staff of the Timber Engineering Co., research and engineering affiliate of the National Lumber Manufacturers Assn. His duties will include sales promotion contacts with homebuilders and lumber dealers. Sagendorf was associated with Smither & Co., Inc., before joining Teco.

CLEVELAND, OHIO: Robert Griffith has been appointed general manager of the National Asphalt Corp. He will direct the production and sales of a wide variety of Nacor building maintenance products. Griffith was formerly general manager of the Revere Chemical Corp. of Cleveland.

WALLINGFORD, CONN.: Richard Russell Stanwood has been appointed a sales representative for Stanley-Judd in the sales territory of Philadelphia, east Pennsylvania and the Delaware Valley. Stanley-Judd is a division of the Stanley Works.

FULL FRAME SCREENS IN STOCK FOR IMMEDIATE DELIVERY

— FOR WOOD DOUBLE HUNG WINDOWS —

All popular stock sizes including:

2 - 4 x 3 - 2	2 - 8 x 4 - 6
2 - 4 x 4 - 6	3 - 0 x 3 - 2
2 - 8 x 3 - 2	3 - 0 x 4 - 6

- These screens are fully guaranteed!
- Top quality from .025 gauge aluminum— $7/16$ x $3/4$ frame sections.
- Specified by Aluminum Frame Screen Association, F.H.A. and other Govt. Agencies.
- Aluminum screens for all types of metal windows available — casements, awnings, etc.
- Freight prepaid on shipments of 96 or more screens.

— SOLD THROUGH WHOLESALERS ONLY —

Send today for full details and **FREE** sample.

HOME CRAFT CORP.

Phone 6565

Lithonia, Ga.

New Firm Offers Lumber 'Communication Service'

To facilitate the buying and selling of forest products an entirely new system of communications has been established by Lumber Communication Service.

Essentially, the service works like this: wholesalers place their mill shipment orders with a single message to LCS; in turn, LCS sends the order out immediately, via private lines, to all mills served by the company which are qualified to fill the order. The deal is completed directly between the mills and the buyer.

Coincident with the development of this new West Coast Lumber service, LCS announced the appointment of P. D. Mackie Jr. as general manager. The firm's headquarters are in the White-

Henry-Stuart Building in Seattle, Wash.

According to Mackie, over 250 wholesalers have listed with LCS, and between 50 and 100 Western mills are prepared to fill the orders placed. Mackie said that LCS takes no part whatsoever in the buying or selling of the lumber.

Both wholesalers and mills list with LCS and pay a modest monthly fee. There are no additions in the form of commissions or percentages regardless of the number of sales consummated.

Nichols, general manager.

With the new corrugator, Granco is able to make its steel construction products 50 per cent longer, and strength of the sheets has been increased from 33 to 60 per cent because of new die patterns.

To be fabricated on the new corrugator are Corruform, Tufcor, Cofar, Structur - Acoustic, and Granco roof deck.

The huge corrugator can turn out steel sheets for floor and roof construction with a maximum length of 21 feet 6 inches. It can corrugate from 26 to 16 gage steel.

Ramset Managers Named

Eight new district sales managers recently were appointed by James J. Clarke, sales manager of the Ramset Fastening System, Cleveland, Ohio. Ramset, a division of the Olin Mathieson Chemical Corp., manufactures powder-actuated fastening and hammer-in tools.

E. P. Gavin has been named to cover Alabama, Arkansas, Louisiana, and west Tennessee.

A. G. Moore heads a territory consisting of Virginia, Maryland,

Aluminum Shingles Pushed by Reynolds

A five-year global program for sales of new, four-way interlocking aluminum shingles and siding has been set up with the signing of contracts between the Reynolds Aluminum Service Corp., a subsidiary of Reynolds Metals Co., and the International Aluminum Corp., at Baton Rouge, La.

Signed by David P. Reynolds, president of the Reynolds Aluminum Service Corp., and William F. Asbell Jr., president of International Aluminum, the contracts provide that both companies will sell the product in the initial stages. Reynolds will guarantee the new shingle and push the program through its sales, advertising and promotional organizations on both the national and local levels. Reynolds International, Inc., will handle sales of the shingles to foreign markets.

Manufactured by the International Aluminum Corp., the shingles feature a patented four-way lock and are satin-gray with wood-grain embossed pattern. They also will be available in colors. Application time for the new shingles runs only 20 minutes per square, according to Asbell. Asbell said that because of the four-way interlocking feature, the shingles will withstand hurricane winds of up to 178 miles per hour.

Huge Sheet Corrugator

The world's largest sheet-steel corrugator has started production in St. Louis, Mo., of the Granco Steel Products Co.'s line of steel building products, said Paul K.

TW&J

PONDEROSA PINE

**TW&J Ponderosa Pine
is high altitude,
old growth,
finest quality
stock suitable
for millwork
manufacturing,
residential
construction
and industrial use.**



THOROUGHLY KILN DRIED TW&J
**Ponderosa Pine is precision manufactured
from 4/4 through 8/4 and stored in large
sheds for year-around delivery.**

**One of the West's largest producers of Ponderosa
Pine with 10 mills in the heart of the High Sierra
Ponderosa Pine belt to serve you.**

For quality West Coast
lumber products
look to - **TW&J**

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Sold Through Leading Wholesale Distributors



For more details on above items, use Coupon on Page 68

**STOCK UP NOW ON
PROFIT-
PROVEN
SCREWS**

BY *Southern*



Delaware, and Washington, D. C.

K. E. Van Scy's territory is Iowa, Kansas, Missouri, Nebraska, and Oklahoma.

R. E. Mullis will cover east Tennessee, North Carolina, South Carolina, and Georgia.

**Fay, Rahill, Seguine
Rise in Gold Bond Firm**

"To further improve the competitive aspects of the National Gypsum Company," announced President Fred A. Manske, "we have added a new product division and a separate paint sales division."

Formerly general commodity manager for the Gold Bond materials firm, Al H. Fay was made products director. He has been with National Gypsum since 1953, and has 20 years of building materials experience. The product division will make marketing and production studies and launch new products and product improvements.

Joseph E. Seguine is now paint sales manager. Formerly paint merchandising manager, he has been with the company since 1954. It has paint plants in Raritan, N. J., Matteson, Ill., and Good Hope, La.

Dion T. Rahill Jr. is National Gypsum's new sales promotion manager. He had served as advertising manager since 1955.

Gordon E. Fagan is now paint products advertising manager. He was assistant advertising manager for a General Mills, Inc., division.

Advertising manager for Gold Bond acoustical products is Theodore W. Crouch. Before joining National Gypsum, he was advertising manager for a Pittsburgh manufacturer and had served with several advertising agencies.

**Anderson, Erickson in
New Wood Conversion Jobs**

The Wood Conversion Co., St. Paul, Minn., manufacturer of building materials and industrial products, has realigned functions of its technical executive personnel, according to M. S. Wolf, general sales manager.

D. B. Anderson, formerly director of technical sales service, becomes technical assistant to the general sales manager. Anderson

has worked for Wood Conversion since 1934 as chief engineer, manager of market research, and merchandising manager.

He will provide information and recommendations regarding technological changes that affect building products and markets. He will represent the company on such committees as the technical committee of the Insulation Board Institute, and he will direct the company's activities with government agencies such as the FHA. Anderson also will supervise market research activities.

G. A. Erickson, formerly assistant to the building products sales manager, becomes manager of technical sales service. He will have responsibility for the administration and operation of the technical sales service department, which includes both building and industrial products.

Erickson joined Wood Conversion in 1940 and has had wide technical experience in the firm.

Three assistant managers of the technical sales service department were also announced. M. A. Nicholson will direct the building products section. A. J. Withoff and C. E. Swanson will share responsibilities for the industrial side of the department. All three will report to Erickson.

**350 Years of Southern
Pine to Be Celebrated**

The 43rd annual convention of the Southern Pine Assn. will commemorate the 350th anniversary of the Southern pine lumber industry. It will be held April 9-11 at the Roosevelt Hotel in New Orleans.

Big market potentials, such as school construction, will get close scrutiny at the SPA convention. Other major topics will include wood research, paint research, and lamination.

Secretary-Manager S. P. Deas said that workshop seminars, dealing with matters of industrywide scope, will be featured.

**Miami Window Will
Serve Entire Nation**

The Miami Window Corp. will expand its sales activities throughout the nation this year. This program will nearly double its scope

of operations, announced S. G. Kusworm Jr., president of the 10-year-old pioneer Miami aluminum window firm.

Speaking at the annual sales clinic of the company which brought its 45 salesmen into Miami, Kusworm explained that eight regional sales offices will cover most of the 48 states.

"We have just established our Southern regional office in Meridian, Miss., to cover six states. Our new Southwest office in Houston, Tex., will service five states."

ers, jobbers, and dealers are vitally concerned with consumer satisfaction resulting from the treating program.

"B. The need for high quality standards of products and aggressive program of product improvement is more pressing today than it was 20 years ago if wood is to continue in its position as the most popular and satisfactory material for windows, sash, doors, frames, screens, moldings, and cabinet work.

"C. High quality water-repellent preservative treatment of these

wood products is essential to the development and retention of the market for woodwork.

"The committee therefore recommends that:

"1. Manufacturers of woodwork products treat such products with a water-repellent preservative according to the minimum standards of the National Woodwork Manufacturers Assn.

"2. Jobbers serve the best interest of the consumer by specifying from the manufacturer and distributing woodwork products that have been water-repellent pre-

Tenn. Fabricating Co. Buys Huntington Firm

The Tennessee Fabricating Co., manufacturer of ornamental iron products, has acquired control of Huntington Industries, Inc., of Memphis. It has taken over the entire Huntington plant, offices, and operations.

Brand-names and trademarks are being changed to those of the Tennessee Fabricating Co.

All business will be conducted in the TEC offices. All products will continue to be manufactured at the Huntington plant. These include rock-wool insulation, fold-down attic stairs, ventilating systems, attic fans, and ornamental ironwork.

Use of Preservatives in Millwork Urged

Formed a year ago by four trade associations, the Millwork Industry Coordinating Committee has come forth with strong recommendations in behalf of the treatment of woodwork with adequate water-repellent preservatives.

The committee is composed of officers and members of the National Woodwork Manufacturers Assn., Northern Sash and Door Jobbers Assn., Ponderosa Pine Woodwork, and the Southern Sash and Door Jobbers Assn.

Citing the adoption of minimum standards for preservative treatment of woodwork over 20 years ago by the National Woodwork Manufacturers Assn., and the satisfactory results through such scientific treatment ever since, the co-ordinating committee emphasizes the view that:

"A. All woodwork manufac-

ANOTHER HOMASOTE FIRST

Panl-Tile meets all the former limitations of tile: alignment, cost, and variety. On all four edges, a three-stage groove-lap joint assures both alignment and weather-tight joining. Because Panl-Tile is *weatherproof* Homasote, you can use it outdoors as well as indoors and you always gain extra insulation. Panl-Tile comes unpainted or painted (with a highly fire-resistant white coat).

In addition, the standard 12" and 16" tile sizes are available with funnel-like perforations, for increased sound-deadening value.

On ceilings, use the "Wilson Air-Float" method. This economical suspension system practically eliminates sound transference from floor to floor. Mail coupon for details on this and other Homasote products.

EASI-BILD® PATTERNS offer the dealer big profit possibilities from a minimum investment. Each pattern you sell contains complete bill of materials—which you also sell. The average selling price of a pattern is 77¢ and sells for you \$140.35 of materials you already stock. Sell only 3 patterns a day for 300 days—you have new profits of \$31,824 a year. Get the full details from your Jobber or Homasote Representative.

*T.M. Reg. Easi-Bild Pattern Company



HOMASOTE COMPANY

In U. S., kindly address
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In Canada: Toronto, Ont.—P.O.
Box 35, Station K • Montreal,
P. Q.—P. O. Box 20, Station H



Send the literature and/or specification data checked:

- Panl-Tile Wilson Air-Float Ceilings
 Underlays Grooved Vertical Siding
 Easi-Bild Patterns Homasote (72-page) Handbook

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ADDRESS.....

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As a builder I know the value of both sales appeal and customer satisfaction. That's why I always use Wolmanized® pressure-treated lumber everywhere wood members are near the ground or contact masonry in houses I erect. Then I can tell prospects and buyers, "These houses have lifetime protection against termites and rot." Naturally, both my lumber dealer and I profit. He gets more house jobs from me. I get more satisfied homeowners who recommend me.

W-11

Wolmanized

PRESSURE-TREATED LUMBER

If you're a dealer interested in products with growing profit potentials and markets, write for this booklet. It tells you about Wolmanized lumber, where to use it, where to get it.

Wolman Preservative Dept.
KOPPERS COMPANY, INC.
756 Koppers Building, Pittsburgh 19, Pa.



Wolmanized®
PRESSURE-TREATED LUMBER



servative treated according to the minimum standards of the industry, thus promoting today's superior performance of wood.

"3. Retail dealers and others who have direct contact with the consuming public recognize that their

interests can best be served by the marketing of woodwork products that will provide consumer satisfaction, and that, therefore, they emphasize and sell those products which meet industry standards for preservative treating."

SILENT SALESMEN



PAINT TINTING DISPLAY

The Reardon Co. offers a multi-purpose counter display of its new tinting system for both powdered and liquid water-base paint products. The unit occupies only one square foot of counter space.

The display serves as a dispenser of the unbreakable plastic tubes of tinting colors. It features a color card showing the 40 "top fashion" colors obtainable with the new tinting system.

Contact: Reardon Co., Dept. SBS, 7501 Page Street, St. Louis 6, Mo.

PAINT ROLLER SAMPLES

A complete sample case of Wooster industrial rollers is available.



CEMENT COLOR CARD

Landers-Segal offers a new cement color card that illustrates 24 popular shades of Lansco cement colors in yellow, orange, buff, tan, red, brown, maroon, blue, green and black.

Each color shade is obtained by using five pounds of color per bag of cement in a mix of one part gray cement and three parts ordinary sand, and steam curing the concrete product. Lighter or deeper shades can be obtained by varying the weight of color from two pounds to 10 pounds per bag of cement.

Contact: Landers - Segal Color Co., Dept. SBS, 78 Delavan Street, Brooklyn 31, N. Y.

WALL PLASTIC DISPLAY

A versatile display shows "Panelok" striated plastic wall covering on easel back for wall, floor, or counter use. Twelve swatches of the permanent colors in the line are mounted on the board, which measures only 19" x 29".

"Panelok" can be cut, sawed, or drilled, and mounted on any dry wall. It is said to resist water, dirt, and scratching.

Contact: Lustro Tile Corp., Dept. SBS, 1066 Home Avenue, Akron, Ohio.

SANDPAPER DISPENSER

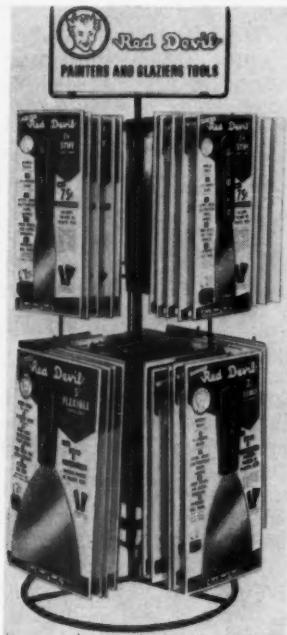
An attractive and convenient display rack has been developed by Behr-Manning Co. for hardware, paint, and building supply stores.

Designed to stimulate counter



sales by helping customer choose desired grits, the No. 58 rack occupies only 10 $\frac{1}{4}$ " of counter width. It is made of steel wire and finished in bright blue and yellow enamel, with red accents.

Contact: Behr-Manning Co., Dept. SBS, Troy, N. Y.



TOOL DISPLAY RACK

Red Devil Tools offers this merchandise display rack of heavy blue enameled steel wire for dealers to use to display painter and glazier tools. The rack is designed for use as revolving counter display or may be hung from perforated hardboard as stationary wall display.

Contact: Red Devil Tools, Dept. SBS, Box 355, Union, N. J.

REDWOOD FOR HOMES

"Simpson Redwood For the Home," a full-color brochure, shows modern and exciting uses of redwood.

The eight-page brochure shows and tells the home-owner how to bring charm and beauty economical-

ly to interiors, exteriors, and gardens with kiln-dried Simpson redwood.

Contact: Simpson Timber Co., Dept. SBS, 1030 White Building, Seattle, Wash.

PAINT ROLLER PACKAGE

A polyethylene package, equipped with a husky metal eyelet, affords an attractive and easy way to display Arasco paint rollers. The eyelet permits the rollers to be hung from any perforated hardboard hook, so customers may easily see, examine, and buy the roller of their choice.

Contact: Arasco Corporation, Dept.



SBS, 1062 East 28th Street, Hialeah, Fla.

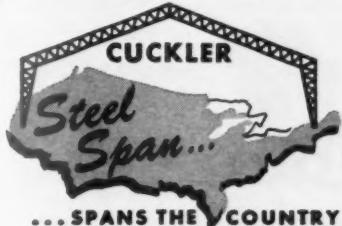
Sell these buildings COMPLETE

FACTORIES WAREHOUSES SCHOOLS CHURCHES STORES OFFICES FARM BUILDINGS

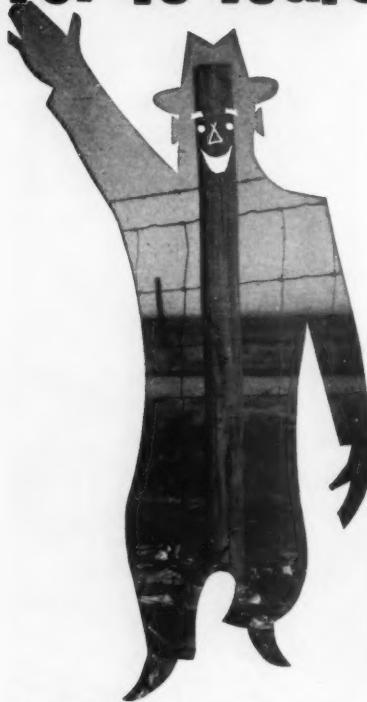
YOUR LUMBER + CUCKLER Steel Span FRAMES

Sell the complete building . . . and make *all* the profit! Rigid Steel Span Frames . . . plus siding, roofing, hardware, doors and windows **ALL FROM YOUR STOCK!** Cuckler Steel Span Buildings are attractive, economical, provide 100% usable floor space, wall to wall, and roof to floor. Steel Span Frames are precision-fitted at the factory, easily bolted on the job. Thousands of Cuckler Steel Span Buildings are now in use — get your share of this booming building market! Ask about the Cuckler Profit-Building Plan today. Write Cuckler Manufacturing Company, Dept. SB-9, Monticello, Iowa. SALES OFFICES: Memphis.

See Us at Booths B-14, B-15
Mid-South Convention and
Building Material Show, Memphis
March 31, April 1-2



HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill., for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "lifetime" products—

CREOSOTED SOUTHERN YELLOW PINE &

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There Is No Substitute
For The L-B Brand

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION
KANSAS CITY, MO. • LONGVIEW, WASH.

LUMBER CHALLENGE!

(Continued from page 26)

neers, and school officials.

2. Advertising in other opinion-molding publications, to create a favorable public image of WOOD.

3. Emphasizing to building code and fire insurance officials the many uses and advantages of lumber and wood products.

4. Expanding NLMA's present public-relations activities.

5. Encouraging high school and college students to seek careers in wood technology.

With so many obstacles already overcome, lumber manufacturers now have an opportunity to gain a rich share of expanding housing, school and highway markets.

Admittedly, product promotion is expensive. But it is a matter of spending money to make more money. Some producers have no hesitancy about cutting their price on a carload of lumber to move it. But they refuse to provide the promotional funds that would sell this car at its original price — or higher.

This concentration on price not only hurts their pocketbooks, it harms their reputations as responsible manufacturers. Their prices will be regarded only as a starting point for haggling and bargaining.

A lumberman who has to meet a daily payroll, and who looks at all of the trade promotion being carried on by our industry — through associations and by individual companies — can arrive at only one conclusion as to the present plight of the lumber industry.

Either we are not doing enough, promotion-wise for wood as a commodity, or what we are doing is wasteful and ineffective. I believe it is the former because I have seen some extremely fine association and individual company advertising and promotion of wood species. . . .

It is my feeling that the proper conclusion relative to poor lumber sales can only be that we are not selling wood as a commodity, and that what we are doing for wood in species promotion is not adequate to make the public "wood" vs. competitive materials conscious.

The National Lumber Manufacturers Assn. has worked long and hard to bring a national wood merchandising program into being. The decision now rests with the industry. While we hope the decision will be "yes," every NLMA officer and director will accept in good faith the verdict of the federated associations comprising the NLMA.

Our goal is to prove to the buying public, through modern merchandising methods, what we already know to be true: that lumber and wood products are the finest building materials available today!

West Va. and N. C. Get New FHA State Directors

New state directors of the Federal Housing Administration in North Carolina and West Virginia have been appointed by FHA Commissioner Norman P. Mason. They are Robert Powell Cunningham Jr. for North Carolina, and W. Herbert Welch for West Virginia.

Welch is owner and publisher of the *Republican Delta* in Buckhannon, W. Va., where he is serving his second term as president of the Chamber of Commerce. A graduate of the University of West Virginia, Welch served in 1953 as executive director of the President's Advisory Committee on Government Housing Policies and Programs. He later was an HHFA and FHA administrative assistant. His state FHA headquarters are in Charleston.

Cunningham is a native of Oxford, N. C., where he has been engaged in the homebuilding and real-estate businesses. He headed the Charlotte FHA office in 1957. His offices as North Carolina state FHA director are in Greensboro.

Mo., Tex., N. C., Va. Firms 'Brand' Finalists

From a competition of 586 merchants in the 25 categories of retailing, 28 building material dealers were chosen as finalists in the Brand Name Retailer-of-the-Year awards. They are located in 20 states, with Massachusetts having the greatest representation.

Central Hardware Co., St. Louis, Mo.; West Durham Lumber Co., Durham, N. C.; Plumb-Mitchell Co., Houston, Tex.; AAA Lumber Co., Waco, Tex.; and the Charlottesville Lumber Co., Inc., Charlottesville, Va., are finalists from the South and Southwest.

Each finalist has been invited to submit a detailed and illustrated presentation that best represents his 1957 advertising, sales training and other brand promotional activities. These presentations will be reviewed in March and the winners selected at that time.

The judging committee is composed of 24 leading executives of the stores that won top honors in the 1956 competition. The awards will be presented on April 16 at a dinner honoring these retailers in the Waldorf Astoria Hotel in New York City.

HELPFUL LITERATURE

PAINT SPRAYERS. The W. R. Brown Corp., Dept. SBS, 2701 Normandy Avenue, Chicago 35, Ill., offers a new Speedy Sprayers catalog. It includes the complete line of 1/4, 1/3, and 1/2 HP portable paint sprayers, spray guns, spray-tank outfits, high-compressors, and a guide for gun-nozzle selection.

BRICK CLEANING. A revised issue of "Technical Notes on Brick and Tile Construction" contains the recommendations of the Industry Research Foundation on cleaning clay masonry products. The Southern Brick and Tile Mfrs. Assn., Dept. SBS, 230 Spring Street, N. W., Atlanta 3, Ga., also offers a pamphlet entitled "Give Brickwork a Proper Cleaning."

WOOD FINISHES. "What's So Different about Deft?" gives dealers the full story of Deft Wood Finish quickly in 24 pages of cartoons and product data. A two-color consumer folder "sells" Deft's finish merits. Both are available from Desmond Bros., Dept. SBS, 1826 W. 54th Street, Los Angeles 62, Calif.

BRICK AND TILE. "Hanley Brick & Tile" describes Hanley glazed and unglazed facing material, and shows the broad range of color, size, and texture offered. "Hanley Industrial Products" describes the Hanley Impervo line of brick, floor brick, and quarry tile. Copies of these catalogs may be obtained from Hanley Co., Dept. SBS, One Gateway Center, Pittsburgh 22, Pa.

MODERN LIGHTING FIXTURES. The EJS Lighting Corp., Dept. SBS, 921 East Pico Boulevard, Los Angeles 21, Calif., offers a catalog folder on new commercial and residential lighting fixtures. It includes ceiling units, pull-down fixtures, wall brackets, rigid stem and cord fixtures, and new glass designs.

LUMBER DRYING. Two newly-revised publications may be obtained free from the Director, U. S. Forest Products Laboratory, Dept. SBS, Madison 5, Wis. "Importance of Dry Lumber" explains the advantages of seasoning and how seasoning requirements vary according to the use of the wood. "High Temperature Drying: Its Application to the Drying of Lumber" contains recommendations for the successful operation of a high-temperature kiln with superheated steam.

CONSTRUCTION EQUIPMENT. The Koehring Co., manufacturers of construction equipment and products, offers a 40-page history of the company. "This Is Koehring" traces this firm's tremendous growth from its first paving machine in 1912 to its

many divisions and subsidiaries today. These include the C. S. Johnson Co., makers of ready-mixed concrete plants. Koehring Co., Dept. SBS, 3026 West Concordia Avenue, Milwaukee 16, Wis.

PLASTIC PANELS. An eight-page catalog gives complete information on the mechanical and physical properties, chemical resistance, colors, and finishes of Structoglas "A" reinforced plastic corrugated building panels and flat panes. Detailed installation instructions include sidewall mounting, roof construction, skylight construction, and patio design. Continuous windows with both corrugated and flat panes are also shown. Structoglas Division, International Molded Plastics, Inc., Dept. SBS, 4387 West 35th Street, Cleveland 9, Ohio.

"LAUNDRY AREAS" tells and shows how automatic washers and dryers take up much less space than non-automatic equipment and can be located where older equipment never could. This circular specifies minimum space requirements and recommends possible locations for laundry areas. Designed for home planners and owners, this non-technical publication is available free from the Small Homes Council, Mumford House, Dept. SBS, University of Illinois, Urbana, Ill.

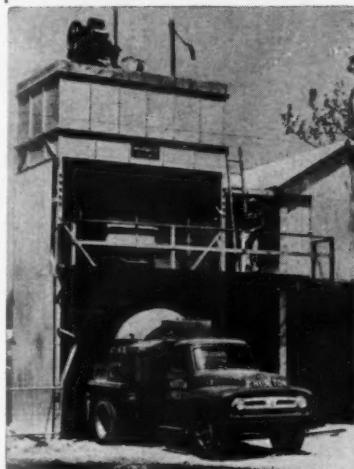
PERIMETER INSULATION. "Foamglas for Perimeter Insulation for Industrial, Commercial and Residential Construction" has been published by the Pittsburgh Corning Corp., Dept. SBS, One Gateway Center, Pittsburgh 22, Pa. The four-page folder contains complete information on recommended uses of Foamglas insulation for perimeter applications. It presents detail drawings and recommended application specifications for foundation walls, slab borders, and perimeter duct heating.

FORK-LIFT TRUCKS. The Baker-Raulang Company, Dept. SBS, Box 5579, Cleveland 2, Ohio, offers two new bulletins. Battery-powered lift truck model FT-20 is fully described in bulletin 1317. A gasoline-powered model FGF-20 is described in bulletin 1380. Both trucks have 2,000 lb. capacities.

CORK FLOOR TILE. An eight-page catalog shows patterns for Dodge vinyl-cork, SG cork, and standard cork tile in full color. Design data, specifications, installation procedure and maintenance information are given for all three types. The catalog includes basic data on Dodge cork wall materials. Dodge Cork Co., Inc., Dept. SBS, Lancaster, Pa.

**"READY-MIX"
BUSINESS**

**PAYS
OFF!**



Actual photograph Ready Mix Installation at Huston Lumber Company — at Carey, Ohio

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports... "our Binanbatch investment paid for itself in approximately one year" ... "big increase in tie-in sales since handling Ready-Mix in our yard" ... "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

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complete details.*

Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

Please send us details on the Binanbatch for increasing over-all profits.

Name

Address

City Zone

State



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Puts Your Message
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- Scripto pens and mechanical pencils keep your sales story at the fingertips of your prospects!
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The World's Largest Selling Line! Over 70 Million Pens, Pencils Sold in 1957!

I

DEALER NEWS

TENNESSEE

MEMPHIS: The American Sash & Door Co. at 214 Washington Street here has been granted charter of incorporation to deal in real estate and all kinds of materials. Roy M. Scott, Rome Brading, and John M. Walker are the incorporators. . . . The Challenger Manufacturing Co. has incorporated to manufacture and sell, retail or wholesale, all types of millwork and building materials. Virginia Bennett, Eulyse M. Smith, and Bonnie Farley are the owners. . . . The South Memphis Lumber Co. has been granted charter of incorporation. Eliot Whittington, Carl Whittington, and William Frazee are the incorporators.

NEWPORT: Charles T. Rhyne of the Rhyne Lumber Co. has been elected to the board of governors of the Tennessee Manufacturers Assn.

KNOXVILLE: Chandler & Co., building materials and millwork firm at 428 Depot Avenue, has purchased the old Sinclair storage plant site at 600 Oak Street. About one acre of land and several buildings are included. Chandler will use them for storage of building materials.

FLORIDA

BRANDON: E. R. Sanders has consolidated his building supply

yard on 21st Avenue, between 36th and 37th Streets, in Tampa with his yard on U. S. highway 60 here. His firm name is the Sanders Lumber Co., Inc. Marvin F. Nelms is vice-president and S. M. Stamy is secretary.

ST. PETERSBURG: The Rieck and Fleece Lumber Co. has opened a new retail store at 2001 28th Street North. The 26-year-old firm has also opened a block plant at 2501 20th Avenue North. . . . The Largo Lumber Co. has built a new shelter to increase its lumber storage capacity.

TAMPA: Howard M. Jones is the new president of the Edwards Sash, Door & Lumber Co. He succeeds B. Frank Edwards, who has sold out his interest in the corporation. L. D. Pittman is the new sales manager.

SOUTH CAROLINA

WOODRUFF: Robert Reeves, manager of the Workman Lumber Co. here for 10 years, has resigned to accept a position with the S. D. Leidesdorf and Co., Greenville accounting firm.

NORTH CHARLESTON: Ross Builders Supplies Inc. of Greenville will open their seventh South Carolina branch here in March. The stock will include all lines of building materials and name-brand appliances. Randolph Smith of Greenville will be the manager.

HONEA PATH: The Martin & Wright Lumber Co., formerly the Honea Path Lumber Co., has recently opened here. Roy Martin and H. A. Wright are the operators of the firm. The company will do all types of building, as well as sell building materials.

ARKANSAS

WEST MEMPHIS: Bill Manning of the Manning Lumber Co. has been installed as president of the West Memphis Kiwanis Club.

PINE BLUFF: Robert McCracken is the new local manager of the Harlan-Noe-Battle Lumber Co. He replaced Harold Choate, former manager, who was transferred to the Little Rock office. McCracken formerly served with Long-Bell.

MARIANNA: Mrs. W. T. Webster is the new secretary of the Miller Lumber Co. Mrs. Jeannette McCollum is the new treasurer. The two ladies fill the vacancies in office left by the recent death of Ben Brown Sr.

MARYLAND

LAUREL: John Townsend Tubbs of Selbyville has temporarily assumed the job of secretary-treasurer and general manager of the Laurel Building Supply Co. Tubbs is a director and vice-president of the company. Clifton E. Phillips was secretary-treasurer and general manager.

LOUISIANA

FRANKLIN: The Magee Lumber and Building Materials Company has been granted a charter of incorporation.

PINEVILLE: Over 1,000 people attended the 20th anniversary celebration of the Central Lumber Co. Clyde Messer and T. A. Maxwell are co-owners of the company.

GONZALES: Picou's Lumber and Supply Co. has been incorporated. The yard is located on Highway 61.

NEW IBERIA: Charter of incorporation has been granted to the T. E. Mixon Lumber Co. to sell building materials and equipment.

OKLAHOMA

HUNTER: Jerome L. Anderson,

owner of the Hunter Lumber Co., has sold it to the Farmers Co-operative Union. The name of the yard is now Hunter Co-operative. Sam Thomas is the manager.

PERRY: The new A. C. Houston Lumber Co. store was editorially welcomed as one of Perry's finest and most modern buildings, as well as a demonstration of faith in the future of Perry. Jim Heck is the manager of the new Houston office and store.

KANSAS

McPHERSON: Carl Edwards, manager of the Deal Lumber Co., announces the opening of a new store at 215 North Main Street, to be known as Deal's Toys & Gifts. Mrs. Ray Chambers is manager.

KIOWA: The T. M. Deal Lumber Co. yard has been sold to the J. W. Metz Lumber Co. The Metz firm also purchased the Deal yards in Medicine Lodge and Augusta. Personnel and policies will remain the same under the new owners.

NEWTON: The City Commission plans to take over the Newton Lumber Co. property for an off-street parking lot.

PLEASANTON: Harold O'Rourke is new manager of the local lumber yard of the Blaker Lumber and Grain Co. He succeeds Rolla Frazier, who is now district salesman.

DOSSVILLE: Bill Doss has bought the Dossville Lumber and Hardware Co. from his father, Archie Doss.

DODGE CITY: Charles Hager has resigned as manager of the Isley Lumber Co. He retains his capital interest in the business and remains as a director.

TEXAS

DALLAS: J. T. Hollis of the Interstate Lumber Co. here has accepted a two-year appointment to the Voluntary Home Mortgage Committee. This Federal committee helps to secure mortgage money for small cities and towns.

IRVING: Jim Ratteree of the R & R Lumber Co. has been elected to the board of directors of the Southwest Bank & Trust Co.

SAN ANTONIO: Mac Hayes has opened the old yard at 3702 San Pedro as the Mac Hayes Lumber Company. . . . The Gene Bilbrey Lumber Co. in San Antonio was the first new member of the Lumber-

Strong! Versatile! Handsome! Lo Man Co Adjusta-rods



THE NEW
METAL CLOSET
RODS...

for Modern Homes!

If you've been looking for a stronger, easier to fit closet rod . . . Lo Man Co.'s new Adjusta-Rods are your answer.

Stronger because they're made of heavy gauge steel tubing with completely welded seams. Easier to fit because they're supplied with mounting plates and they're adjustable in width for closets up to 96" wide. (See photo at left)

An improved product made by the manufacturers of Famous Lo Man Co. Aluminum Ventilating Louvers.

Available in

FOUR ADJUSTABLE MODELS

- MODEL R16 . . . 16" to 26" width
- MODEL R26 . . . 26" to 42" width
- MODEL R42 . . . 42" to 72" width
- MODEL R56 . . . 56" to 96" width

All models furnished with either enamel or plated finish.

Ideal for both

NEW CONSTRUCTION AND REMODELING

★ LOW IN COST

★ EASY TO INSTALL

★ WILL NOT SAG

EVEN UNDER
HEAVY LOADS

Ask your jobber or dealer . . . or write today for information

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3803-SB WOODDALE AVE. • MINNEAPOLIS, MINN.

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Our own large timber resources and thoroughly modern plants enable you to get THE LUMBER YOU WANT WHEN YOU WANT IT.

Rapid Service on Mixed Cars

SUGAR PINE • PONDEROSA PINE
DOUGLAS FIR • WHITE FIR AND INCENSE CEDAR PRODUCTS.
Moulding • Glued Panels • Millwork available in mixed cars.

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SMITH
Lumber Company

Mills at Anderson, Red Bluff, Castella, Wildwood, and Mt. Shasta, California

Sales and General Offices at Anderson, California
Member Western Pine and West Coast Associations



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"NATURAL"
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**GIVES HOMES THE
MILLION DOLLAR LOOK AT
BREAD & BUTTER PRICES**

**Insist upon Heavy-duty Versa
Railings & Columns...Imitated
but never duplicated.**



SELF-SELLING complete floor display unit and merchandising package of display cards, literature, planning charts, order blanks, instruction sheets and newspaper mats furnished **FREE** with initial order.

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Write Today For Information VERSA PRODUCTS COMPANY, Lodi 4, Ohio Send details of Versa-Railing Program to:	
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Firm _____	
Address _____	
City _____ State _____	
Jobber _____	

men's Assn. of Texas in 1958. Formerly a partner in Flowers and Bilbrey, the owner is doing a nice remodeling business in his own new yard.

SAN ANGELO: Don Smith, manager of the Bowman Lumber Co., is new president of the San Angelo Retail Lumbermen's Assn. Arch Young, manager of the C. D. Burley Lumber Co., is the new SARLA vice-president. Herbert Muckelroy of Ace Builders Supply was elected secretary-treasurer.

HOUSTON: James J. McConn and R. E. Bartlett have formed Barmac Building Supply, Inc., at 3111 Polk. Barmac will be exclusive local distributors of Apco-Rubin building products. McConn is president. Bartlett is vice-president. Frank Flack is secretary-treasurer. Paul Waldner and Robert Foster are Barmac salesmen. . . . Art Masters is the new president of the Contractors Supply and Lumber Co. Russell W. Nix, former president, is now chairman of the board. Masters is a graduate of Cornell University, where he majored in business administration and education. . . . Ernest H. Lawrence and Richard B. Gemmer have been added to the board of directors of Texas Construction Material Co. Lawrence is production manager at the company plant in Alleyton. Gemmer is director of personnel and public relations in the Houston office.

JASPER: Yeary's Building Materials announce the opening of their new plant. With 15,000 square feet of space under roof and a full acre fenced in, the new yard is arranged for lift-truck handling. The new air-conditioned showrooms are stocked with a complete line of light construction materials. A new department has been set up by Yeary for planning, designing, financing, and remodeling homes.

HARLINGEN: The South Texas Lumber Co. yard has new offices and display room. Manager Bill McBride uses display panels for better merchandising.

MERCEDES: E. Q. Farris has remodeled his Farris Lumber and Supply Co. yard. On more land, he revamped his display area, built new storage facilities, and added a cement and lime storage room.

DEL RIO: Jerral Taylor of the Eagle Pass Lumber Company has been elected vice-president of the Del Rio Chamber of Commerce.

MARSHALL: Managers Ed Henderson and Everitt Greer announce the opening of their new Pinecrest Lumber Co. "Have Lumber — Will Sell" is the slogan of the company, which also features a quality line of other building materials. . . . The Temple Lumber Co. is liquidating its business here.

FLOUR BLUFF: Mack Smith has been appointed branch manager of the Selby-Lankford Lumber Co. here. The yard formerly was known as the Flour Bluff Lumber and Supply. Smith is vice-president of the Hoo-Hoo Club.

DALLAS: John T. Higginbotham of Dallas has been elected president of Higginbotham Bros. and Co. He succeeds T. J. Williams, who retired after 63 years with the firm. The new president is chairman of the board of Higginbotham-Bailey Co., a director in the Higginbotham-Bartlett Co., and a director of the First National Bank in Dallas. Newly-elected executive vice-president and manager is Tom Beene of Comanche. Other new Higginbotham officers are George Walker, Comanche, secretary; A. P. Cox, Comanche, treasurer and assistant secretary, and these vice-presidents — all of Dallas — R. Wilson Higginbotham, Rufus T. Higginbotham, Joseph L. Higginbotham, J. Lane Higginbotham, Cecil M. Higginbotham, and J. M. Higginbotham Jr.

VIRGINIA

DANVILLE: L. A. Rector Lumber & Building Supply has moved back to its old location on Highway 29, between Ruffin and Reidsville, N. C.

MISSOURI

BUCKLIN: R. E. Pettit, manager of the Keytesville Lumber Co. for the past six years, is being transferred to Bucklin where he will manage the Farmers Lumber Co. He succeeds his father, the late J. H. Pettit.

OBITUARIES

WADE O. WILKINSON, 59. Owner-operator of the Wilkinson Builders Supply Co., and former co-owner of Queen City Lumber Co. in Charlotte, N. C.

L. M. AVINGER, 59. Manager of the paint department of the Sloan Lumber Co., Fort Worth, Tex.

JAMES THOMAS WELLS, 58. Secretary-treasurer of the J. B. Houston & Son Lumber Co., Wichita, Kan.

JAMES W. DAMRON, 61. Chairman of the board and chief executive officer of the W. M. Ritter Lumber Co., Roanoke, Va. He was a director of the Virginian Railway Co., First National Exchange Bank of Roa-

noke, and First National Bank of Bluefield, W. Va.

LEE THERON PEARCY, 55. Lumber broker and owner of the L. T. Pearcy Lumber Co., Little Rock, Ark.

A. L. DEMONTCOURT. Retired manager of the lumber division of E. L. Bruce Co., Memphis, Tenn. and president in 1931 of the Memphis Lumbermen's Club.

MIERS C. JOHNSON, 67. Former president of the Burton-Lingo Co. in Fort Worth, Tex.

WALTER E. CLAY, 66. Retired manager of the Long-Bell lumber yard in West Tulsa, Okla.

O. G. STEPHENS, 66. Owner of the Stephens Lumber Co., Wichita Falls, Tex.

JOHN C. EBERMAN, 70. Lumber dealer at Morgantown, Ky.

LUTHER MARION FLORENCE, 63. Operator of his own millwork business at his home in Houston, Tex.

CONLEY I. ALLCOCK, 72. Owner of the Allcock-Searles Lumber Co., Paducah, Ky.

GEORGE WASHINGTON EDDS, 74. Former manager of the Joplin Lumber Co., Joplin, Mo.

WILLIAM TARRANT HANCOCK

SR. 87. Retired traffic manager and member of the board of directors of Kirby Lumber Co., Houston, Tex.

WOODSON K. JONES, 50. Manager of the Bailey Lumber and Supply Co., Jackson, Miss.

S. LES BURROUGH. Manager of the Tappahannock Supply Co., Tappahannock, Va., and past-president of the Virginia Building Material Assn.

WILLIAM M. HALL. Vice-president of the Paine Co. of Addison, Ill.

MCCOY CRAY WATERS, 73. Owner and operator of the M. G. Waters Lumber Co., Washington, N. C.

ALFRED H. NORRIS, 67. Co-owner and manager of the LaPorte Lumber Co., LaPorte, Tex.

HOWARD J. UEBELHACK. Vice-president and treasurer of the National Plan Service, Inc., and architect and professional engineer of Wilmette, Ill.

SAMUEL H. GARVIN, 71. Partner in Central Construction Co., Central Concrete Construction Co., and Garvin Lumber Co. in Louisville, Ky.

O. H. FOLLEY, 78. Owner of the Sumter Planing Mills and Lumber Co. in Sumter, S. C.

HENRY BECKSTOFFER SR., 81.

Retired founder of H. Beckstoffer's Sons, building materials retailers in Richmond, Va.

EARL P. BOTTS, 52. Partner in Botts-Hulme-Brown Lumber Co. in El Reno, Chickasha, Anadarko, and Ada, Okla.

EZ-DO ALL STEEL PICNIC TABLE FRAMES

OUTDOOR LIVING AT ITS BEST!



WE SUPPLY THE FRAMES
YOU SUPPLY THE LUMBER

ASSEMBLE IN MINUTES! America's finest, easiest-to-assemble picnic table is better than ever — uses less lumber — has better bracing and is easily assembled in minutes by anyone.

Write for Price and Literature Today
ANTHONY TRUCK COMPANY
PADUCAH, KY.

NEW AND REVOLUTIONARY ADJUSTABLE—HINGE PIN TYPE DOOR — BUMPER

You can regulate travel distance of door. Eliminate use of floor type bumper. Baseboard heater problem eliminated.

EASE OF APPLICATION
NO HOLES TO DRILL
IDEAL FOR 2 DOORS HUNG
A FEW INCHES APART
Finished in Brass, Nickel,
Chrome and Bronze.

Write for FREE sample
Ask us to ship thru your jobber

Manufactured By
GORDON ASSOCIATES
DERBY, CONN.



THE LESLIE "SERIES 50" SLANT ROOF TYPE VENT



Combines all
these features:

- ★ EASIER INSTALLATION—4" wide flange . . . no "legs" or "posts" to get in the way.
- ★ WEATHERPROOF—wide flange around top of stack, plus parallel baffle in rear.
- ★ MORE FREE AREA—as certified by Metal Ventilator Institute.
- ★ BETTER APPEARANCE—streamlined, one-piece top, and roof-hugging design.
- ★ USE WITH FANS—8" diameter stack fits round duct.
- ★ STURDIER CONSTRUCTION—full .025" aluminum, 26-gauge galvanized steel, screen securely attached.

Available in galvanized steel or aluminum, the "50 Series" Roof Vent is YOUR best answer to the demand for a vent that installs without trouble, that looks and performs well, and provides top quality at the right price.



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VIROLA. The exotic wood from South America that is gaining acceptance like wildfire for mouldings, trim, special millwork, cabinets, wall paneling.

Looks and finishes like mahogany. Works better — more stable — costs far less.

We are largest U. S. importers. Maintain adequate stocks in Lynchburg, Va. AD or KD. Truck or rail shipments. Please write, wire, phone for quotation — samples.

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Several territories now open to established sales representatives for America's oldest disappearing stairway line, including new popular-priced model. Nationally advertised . . . thousands sold. As the sales leader in the quality field, with many exclusive demonstration features, this line offers better than average profit opportunities for high type salesmen. Beasler Disappearing Stairway Co., 1900 E. Market St., Akron 15, Ohio.

MANUFACTURERS' AGENTS

Manufacturers' Agents for Alabama, Georgia and Tennessee. We are a top southern manufacturer of aluminum building products and have openings in the above states for the right men who can qualify. Substantial volume existing with Sales to building material dealers. Reply must contain all pertinent detail concerning your operation. Reply to: Box 90, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N. E., Atlanta 8, Ga.

MANUFACTURERS REPRESENTATIVE WANTED

Manufacturers representative wanted. Comm. Basis. Selling retail lumber, larger roofing and siding companies, prefabricated house manufacturers. Staple line metal items. Open territories in Texas, North and South Carolina, Georgia, Eastern Tenn. Box 93, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 8, Georgia.



Freeman Succeeds Armstrong as Manager of Bond-Howell Line Yards in Florida

CONGRATULATING Roland S. Freeman, at left, as new general manager of the Bond-Howell Lumber Co. in Florida, is Martin C. Armstrong, former general manager, who recently retired after more than 35 years of service with Bond-Howell. Center is J. W. Maugans, new manager of the company's Jacksonville branch.

Shortly after joining the organization, Martin C. Armstrong became assistant general manager to T. L. Howell Sr., founder of the company. He served in that capacity until the senior Howell's death in 1938. He then was named general manager of all Bond-Howell operations. The firm has branches in Jacksonville, New Smyrna Beach, Daytona Beach, St. Augustine, Lake City, and Live Oak.

T. L. Howell Jr., president of the company, lauded Armstrong at a recent banquet attended by 86 Bond-Howell executives and as-

sociates. He described Armstrong as "a man who has seen the industry grow from the horse-and-buggy stage to the eminent place it holds today in Florida's continuing economic growth." Armstrong was presented with a Buick station wagon and a sterling silver serving tray, engraved with facsimile signatures of those attending the banquet.

Roland S. Freeman, who was named to succeed Armstrong as general manager, was former manager of the company's Jacksonville branch. A native of Jacksonville, Freeman joined Bond-Howell in 1938. He attended Washington and Lee University. During World War II, he served in the U. S. Air Force and was a major.

J. W. Maugans, former assistant manager of the Jacksonville branch, advances to the management. He has been with the company since 1951. He has a degree in business administration from the University of Florida. During World War II, he served with the U. S. Navy overseas.

MILLWORK SALESMAN

Are you a young man of good character, neat appearance with initiative and sales ability and experienced in sale of millwork? If so, and you are interested in a good sales job with a fine future, to travel part of the southeastern territory contacting established jobber accounts and new prospects to sell top quality millwork from the West Coast, then send complete resume to Box 94, Southern Building Supplies. All replies will be kept strictly confidential. Box 94, Southern Building Supplies, 806 Peachtree Street, N.E., Atlanta 8, Georgia.

Big Doings in Your Biz?

Then, spread the news through SOUTHERN BUILDING SUPPLIES. Send the Who, What, When, Where, How, and (maybe) Why of progress or milestones in your building supply business. Write to: Editor of S-B-S, 806 Peachtree St., N. E., Atlanta 8, Ga.

Louv-r-Pak, Inc.

Galvanized and Aluminum VENTILATORS



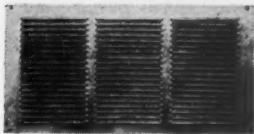
FLUSH TYPE

- PRIME COATED (Galvanized)
- F H A APPROVED
- HEAVY GAUGE METAL
- WEATHER-PROOF
- EASILY INSTALLED



RECESS TYPE

one piece,
nothing to
assemble



ROOF VENTS

EAVE VENTS

LOUV-R-PAK, INC.

Write for name and address of your nearest Distributor.
3629 E. FIRST ST. FORT WORTH, TEXAS

Speaking of S-B-S...



SIMS CROWELL, president and manager of the Snipes-Crowell Lumber Co., Inc., at Stoneville, N. C., is seen at left discussing SOUTHERN BUILDING SUPPLIES with Don Chatfield, right, salesman for Beaman's, Inc. Wrote Crowell to S-B-S*:

"We have enjoyed receiving S-B-S, for it gives us the kind of information we need. We were especially interested in your article on 'Cash and Carry in the Carolinas.' We knew something of their operation but did not know how some of the dealers were meeting the competition . . . Perhaps in future articles on the subject you can come up with the solution."

*Southern Building Supplies
Suits Building Suppliers



- FASTER TO INSTALL
- REMOVABLE FOR MAINTENANCE
- POSITIVE, SECURE CLOSURE
- EASIER ACCESS TO UNDER-FLOOR SPACE

Designed for builder and user satisfaction . . . Donley Crawl Space Doors are low in cost, easy to install and attractive in appearance. These units lock in place with screw-operated catches but can be completely removed for easy access to under-floor space. Frame is anchored in brick or concrete-block wall by projecting flanges.

These features . . . as on all Donley Products for the builder . . . are the result of design and fabrication experience extending over forty years. Donley's reputation for quality . . . backed by consistent national advertising . . . eases the job of selling for the dealer. The results . . . when you stock the Donley Line . . . are more sales and greater profits.

No.	Door Width	Door Height	Masonry Opening	Ship. Wt.
1	30½	12½	32x14¾	16 lbs.
2	30½	16½	32x18¾	19 lbs.

Write today for information on
the complete line of Donley
Metal Building Products.

6674-DB



THE **Donley** BROTHERS COMPANY
13905 MILES AVENUE • CLEVELAND 5, OHIO

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Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

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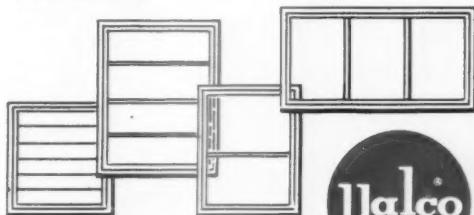
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